

June, 1942



THE COIN MACHINE REVIEW

"The nation now, as in 1917, will need the wholesome tonic of recreational travel as one of the greatest maintaining forces of national morale." — Statement by United States Travel Bureau of the U. S. Department of the Interior.

★ ★
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Our Part...
★ ★

HOTELS OF SOUTHERN CALIFORNIA are doing their part in this great national cause by maintaining normal facilities and operations in every department for the use of Americans seeking mental and physical release from strain and fag.

To facilitate the business of Americans, and in the interest of war production, there is augmented service at the great metropolitan hotels of Los Angeles, Hollywood, Long Beach, San Diego and the other large cities of Southern California.

There are no rations of fun at the fine resort hotels located on the desert at Palm Springs; by the sea at Coronado, Carlsbad, Laguna, La Jolla, Santa Monica and Santa Barbara; and amid the beauties of Pasadena, Beverly Hills and Riverside. Health and energy still bubble

from the earth at the famous mineral springs resorts.

Golf, tennis, riding, swimming, cycling, badminton and a multitude of other sports and recreations are still to be enjoyed every day of the year by the visitor to this sun-blessed land.

Hotel rates in Southern California will continue at pre-war levels. Nowhere is there a greater variety of hotel accommodations to suit every budget and every taste.

In spite of rumors, travel is normal in Southern California. Transportation to and throughout the state is normal, and hotel and resort life is normal.

For further particulars, consult the nearest travel or transportation agent or your automobile club.

HOTELS

OF SOUTHERN CALIFORNIA

Box 2
Room 701, 629 South Hill Street, Los Angeles, California

The 108th Consecutive Monthly Issue of the Coin Machine Review

JUNE, 1942

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JULY TAX CALENDAR

JULY 1

FEDERAL USE TAX ON AUTOMOBILES AND PLEASURE BOATS. Automobile Owners; Boat Owners. Use tax for fiscal year 1942-43 due and payable to Collector of Internal Revenue. Delinquent if not paid on or before July 31st.

JULY 20

FEDERAL INCOME TAX. Withholding Agents. Monthly return of tax withheld on bond interest for the preceding month to be filed with Collector of Internal Revenue.

JULY 31

FEDERAL TAX ON ADMISSIONS AND DUES, FACILITIES, OIL PROCESSING, SAFE DEPOSIT LEASES, ELECTRICAL ENERGY, TRANSPORTATION, SALES (INCLUDING RETAILERS' AND MANUFACTURERS' EXCISE TAXES). Taxpayers. Return and payment of tax for preceding month to Collector of Internal Revenue.

FEDERAL OLD AGE BENEFITS PAY ROLL TAX. Employers. Last day to file return and wage report for second quarter 1942 on Form SS-1a with Collector of Internal Revenue and pay tax thereon.

FEDERAL UNEMPLOYMENT INSURANCE PAY ROLL TAX. Employers of Eight or More. Third installment for taxpayers electing to pay quarterly.

FEDERAL CAPITAL STOCK TAX. Taxpayers. File return and pay tax to the Collector of Internal Revenue.

FEDERAL AMUSEMENT DEVICE TAX. Taxpayers. Last day to file return and pay tax on pin games and other amusement devices in the sum of \$10.00 per year per game, to Collector of Internal Revenue.

On the Cover—

Lovely Alice Carmichael wasn't caught short when the WPB froze bicycle stocks for she purchased this swellegant model, equipped with a headlight for night visits, when the Nips first cast their eyes on the Dutch East Indies. Alice is one of the prettiest bicyclists in North Hollywood and even G. A. R. boys are watching the streets to see her vivacious curves pass by. This is another specially produced cover for THE REVIEW by the nationally famous photographer, Orville Logan Snider, whose work appears regularly on Liberty covers, in Ladies Home Journal, Saturday Evening Post and a host of other prominent publications.

Sharpster Sells Tips On How to Cheat Machines

LOS ANGELES.—Twelve Dynamic Tips on how to cheat twelve different legitimate businesses are being offered through the United States mails by one H. F. Devereaux, Battle Creek, Michigan, who conducts his nefarious enterprise from lock box 212.

Devereaux has been using the mails to send out a circular wherein he offers the twelve tips for the astonishing low price of 40c—a mark down from his original price of one dollar. Tips range all the way from how to get \$6.00 worth of groceries absolutely free on down to a trick way of mailing airmail letters for only 2c. The five following "tips" had to do with the coin machine industry:

1. Playing Slot Machines for Profit. Winning the Jackpot. Pulling the handle down time and again until all money is won.
2. How Slot Machines were played with Pennies instead of Nickels.
3. Where to buy Dies and Materials for making your own Slugs in three sizes. Material comes correct thickness ready to stamp out.
4. How certain kinds of PIN BALL tables were played until empty.
5. How to conquer all styles of latest type pin ball slot machines of illegal nature. Two proven plans. The Victory Master System which has nothing to do with using slugs.

Upon receiving the 40c Devereaux sends out the "tips" with the cute admonition that "Information and secrets exposed are not to be used for unlawful purpose. For entertainment only. To be used for your own protection, etc."

It is questionable as to whether or not any of his methods for defrauding coin machines are workable, but the fact remains that definite information is given and addresses are given on firms purporting to be suppliers of material for making slugs. For example, the "tip" on number 6 is a definite form of outright robbery for

Devereaux states: "The Victory Master System for conquering illegal slot machines is the latest 95% almost certain method. The plan is to purchase a set of master keys that would open about 95% of locks on illegal slot machines. The person would enter a busy place, especially an all-night restaurant after midnight, order a meal that required some time to prepare. While the chef would be preparing a meal, a bunch would gather around a pin ball machine (blackout) and the scheme accomplished. Carefulness must be maintained to succeed. In a certain location, such a plan was worked to perfection."

"Another plan is to locate the contact points of the electrical wiring strung around inside a pin ball machine, then bore a very small hole (small enough to be unnoticed) at the corner post, just above the ball plunger. By boring a hole and using a push-ball method with small wire (like baling wire) a contact would form, causing games to register. This method depends on location of contact points of electrical systems. The contact plan is being worked in certain locations."

Immediately following this "tip" is another admonition, reading: "Warning! The above information must not be used for unlawful purposes."

Devereaux and his "12 Hot Tips" were uncovered by Curley Robinson, head of the Associated Operators of Los Angeles County and complete data on his activities are now in the hands of the Association attorney.

Federal Tax Due

LOS ANGELES.—The Federal Amusement Device Tax for the new fiscal year is now due and must be paid before July 31, 1942, according to advice from the Internal Revenue Department.

For the purpose of computing the tax due on each of the amusement devices, pin games, etc., it will be necessary for locations to pay on the basis of twelve months or \$10.00 for each game. In the event pool tables, billiard tables, bowling alley or gaming devices are in the same location the Department requests that separate forms be used for each reporting.

Bear in mind that this tax is on the merchant and not on the operator or game. Failure to abide by the provisions of the Act will result in penalty to the merchant and not to any one else.

COIN
MACHINE
REVIEW

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FOR
JUNE
1942

Important Notice

For the duration of the War the Los Angeles offices of THE REVIEW will be open from 1 p. m. to 4:30 p. m. only each day. Switchboard service will be from 10 a. m. to 4:30 p. m. and the offices will continue to close all day Saturday.

PENNY ARCADES

THE MOST PROFITABLE KIND OF COIN MACHINE OPERATION

BECAUSE YOUR MACHINES ARE ALL IN ONE PLACE

MANY DESIRABLE MACHINES STILL AVAILABLE BETTER ACT FAST —

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New . . . GRIP-TEASE

PENNY AMUSEMENT MACHINE

A Fun and Strength Tester That Gets a Big Penny Play Only . . .

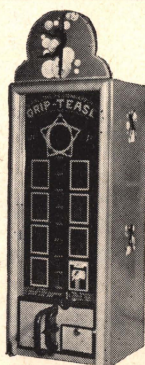
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Soundies Moves

CHICAGO.—Soundies Distributing Corp. of America, Inc., distributors of films for coin-operated movies, moved on June 1st into new offices comprising almost the entire third floor of the McKinlock Building at 209 West Jackson Boulevard, according to an announcement by Gordon B. Mills, prexy of Soundies. A 3-year lease, was signed.

Executive offices, Soundies Film Exchange and the Soundies Central Laboratory will all be located in the new quarters.

MEN IN SERVICE

Keep up with activities in the Coin Machine Industry while you are in the Armed Forces. We will accept subscriptions to **THE REVIEW** at 50c per year provided the magazine is mailed to a military address. Send subscriptions direct to **THE REVIEW**, 1115 Venice Blvd., Los Angeles, Cal.

Game Receipts Not Taxable

LOS ANGELES.—In reply to a request for a ruling as to whether or not money placed in marble games located in cabarets and similar places where dancing is enjoyed and a 5% tax is in effect, H. G. Barnett, Chief of Miscellaneous Division for the Bureau of Internal Revenue in the Sixth District of California, ruled as follows:

"Reference is made to your letter of May 15, 1942, concerning the 5% tax attaching to cabarets, roof gardens, and similar places of entertainment with specific reference to the moneys received from the operation of pin games as to whether or not such money should be included in the total receipts for tax purposes.

"While this office has no ruling directly concerning moneys received from pin games, it does have a ruling concerning the money placed in coin operated mechanical music machines in cabarets and similar places of entertainment. The Bureau holds that the coins deposited by patrons in mechanical music machines does not constitute amounts paid for admission, refreshments, service or merchandise and therefore are not subject to tax.

"In view of the above, it is the opinion of this office that moneys placed in pin-ball machines by patrons would come within the same category and that such amounts should not be included in the receipts for tax purposes, under section 1700(e) of the Internal Revenue Code."

Coslow Heads Mills Films

CHICAGO—Sam Coslow, producer of RCM 3-minute movie shorts for more than 4,000 automatic movie machines in operation throughout the country, has been placed in full charge of all Soundies production in an announcement made here on June 1 by Gordon B. Mills, president of Soundies Distributing Corp.

Minoco Productions, who heretofore shared production of Soundies with Coslow's RCM, is out of the picture and Coslow will henceforth produce his shorts in New York, Hollywood and Chicago. Future schedule calls for production of 150 Soundies in Hollywood and 200 in Chicago and New York.

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COIN MACHINE REVIEW

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Just Arrived — Bally THOROUGHbred ONE BALL, FREE PLAY, CONSOLE MODEL

This is DEFINITELY THE LAST GAME made by Bally and THERE WILL BE NO MORE FOR THE DURATION OF THE WAR!!

All smart operators will buy a quantity of THOROUGHbreds if they intend to stay in business during the war months.

We ONLY HAVE 50 MACHINES TO SELL and we can assure you that THEY WILL NOT LAST LONG, so

**GET BUSY, WIRE OR TELEPHONE YOUR ORDER NOW
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IRVING BROMBERG CO.

935 Venice Boulevard

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Los Angeles, Calif.

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FOR
JUNE
1942

\$1 Gum Machine Tax Asked

POCATELLO, Idaho.—H. C. Myers, operator of a number of ball gum machines, has launched a campaign to reduce the tax on machines vending ball gum from \$50.00 a year to \$1.00 a year.

States Myers: "I fully realize that the Government needs money to promote the war and I am back of President Roosevelt 100% . . . and I am more than willing to pay a reasonable tax on my machines. All of my machines give a penny ball of gum and every 10th ball they get a 5c

bar of candy so you can readily see that these machines are not a gambling device but value received for every penny invested. I suggest and consider a fair tax of \$1.00 a year be assessed on these machines for this would represent about 12% of our yearly income."

Myers has written his suggestions to representatives in Congress and enlisted the aid and support of other ball gum machine operators in lobbying for a fairer tax on the vendors.

New Grips Still Available

CHICAGO.—Automatic Games, manufacturers of the new Grip Tease, were fortunate in finishing a quantity of the machines before the manufacturing deadline on May 1st and are now supplying operators with the few remaining units.

Grip Tease is an entirely new type of amusement device for the harder you squeeze the more you see. Players use one hand, two hands, and then insert several more pennies to see all of the pictures. It is a real Burlesque strip tease from start to finish showing girl stars of the Broadway Stage.

In addition the machine gives an accurate test of strength. Pictures in the device can be readily changed so that the machine is always brand new to even steady patrons.

YOUR VOICE ON PAPER— THAT'S PRINTING!

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Style and Speed!

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2115 WEST PICO BOULEVARD EX-2458 LOS ANGELES, CALIFORNIA

CANCER CAN BE CURED!

This is the welcome message your dollar will bring to thousands of cancer sufferers in 1942. Help us carry on the fight.

Enlist in your local field army now.
Buy package labels today.

If you live in the Metropolitan Area,
address the New York City Cancer
Committee, 130 East 66th Street.

AMERICAN SOCIETY FOR THE CONTROL OF CANCER

New York, New York

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

NEW YORK

NEW YORK—Yes sir! Uncle Sam is drawing closer and closer . . . A-1 men stand up. Present: Dave Gerbe, Jack Furman, Abe Fienberg, Morris Nadelson, John Fronberg and Lou Hirsh. When you hear the bugle blow, boys, let 'em know that the coin machine crowd is in there pitching, too.

What's happening to routes? As predicted, more and more wives are taking 'em over. Soon association meetings will prac-

tically amount to ladies' confab. Which reminds us—Ladies take a hint on the feminine technique in the business from Babe Kaufman. She raised stalwart sons and built a wonderful business at the same time and can give the distaff sides many points.

Use of war stamps and recruiting posters on or near machines is considered good form today. Many civilian defense units need operators to spread the gospel. They also require help from the machine for notices, etc. By contacting your neighborhood sector warden, you'll help your community to help itself and your services will be appreciated.

Boys in service: Harry Gurfien, Lew Martin, Harry Weiss, Joe "Buster" Samson, Morris Gold, Irving Skaletsky, Abe Fisher. Best wishes to all and drop us a card with notes about experiences.

On the wing: Lee Rubinow still trying to lose excessive weight . . . Harry Cohn thinking about the army . . . Bill Fraser hoping he'll get in the air corps and looking out of a tenth story window to get the feel . . . Almost fainted . . . Bill Peek swearing off his boutonniere until the Pacific is cleaned of the Japs . . . Sol Franklin after a Commission in the army . . . Sol says his voice is too low for a sergeant . . . Jack Hanley expected to be called soon, taking his last leave of gay ties and socks . . . Yours truly eyeing recruiting posters and being scared by a burly corporal . . . Wives and more wives applying at the association and some pretty enough for sweet sixteen . . . Joe Fishman, back in swing at Amalgamated, losing weight, in worrying about the boys . . . Lou Goldberg regretting his age, but remembering he has eligible youngsters.

National defense units sent in a hurried call last May for mechanics in the trade. Aircraft production and tank manufacturers state mechanics proficient in coin machine field make best producers on complicated machinery used in war production. Word is that many operators qualify and will probably be out for the duration.

Demand for coin machines will be greater after than before the war, according to WPB. Board maintains many machines will have permanently replaced personnel and new ideas to be produced in peace time will see the use of coin machines amplified to an extent that operators today do not even dream. Whole retail outlets and big stores will be given over to coin machine merchandising. Army of mechanics and individual operators will replace many middlemen of today.

Next best news: Voted the favorite relaxation of soldiers in camps, the old reliable phonograph. Next in line, ray guns, skill games, then vendors. States report: "Soldiers prefer the tunes that can be had on the music boxes to more pretentious music and crowd all resorts featuring these machines."

Flash from New York's Fire Commissioner: "Coin machine operators are desired to serve as plane and fire spotters. These men are accustomed to make the rounds of the Metropolitan district at all hours, know it thoroughly and can be relied upon to render quick and efficient service in emergencies. Apply to your local fire station or see your nearest police precinct for further information.

Irving Sherman

Liquor Without Eats Nixed

LOS ANGELES.—The California Supreme Court has ruled that only hotels, restaurants and cafes so conducting their businesses that the serving of meals constitute the principal part of the business may serve intoxicating liquors and then only incidental thereto.

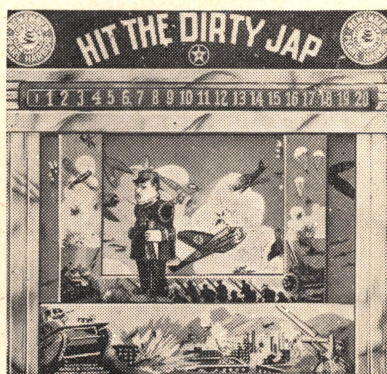
Ruling came when the Court denied the Southern California Tavern Association's petition for hearing in the case of Hammond vs. McDonald. The Court defines a bona fide restaurant in the following manner:

"A restaurant which is kept and operated for the purpose of furnishing meals to the public for service of intoxicating liquors therein being merely incidental to that business, is what it purports to be, and is therefore a bona fide restaurant, and may as a casual and incidental part of its business sell such liquors and allow their consumption upon the premises even without meals. But where the principal business of the restaurant becomes the sale and service of intoxicating liquors, which are consumed on the premises, with the sale and service of meals the incidental matter, or 'side line,' such place is no longer a bona fide restaurant, but is to be regarded as a public saloon or barroom within the intent of the Constitutional provisions, and the sale of such liquors therein are prohibited."

CMA of N. Y. Moves

NEW YORK—Cigarette Merchandisers' Association, Inc., is now located in new offices at 101 Park Avenue.

New quarters were officially blessed by the membership at a meeting held May 21st when a buffet supper and drinks were enjoyed by a 100% turnout.



Chicken Sam Operators "HIT THE DIRTY JAP"

Deluxe Change-Over Units Will Revive Your Chicken Sam and Jailbird Machines. Unit consists of entirely new molded figures (not remolded or made of cardboard), flashy new sixteen color scenery processed on heavy cardboard—also streamer for top of machine, all units thoroughly checked—no unnecessary fitting to be done, may be installed in few minutes.

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Order Now and Cash In
\$15.00**

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JAP CHANGE-OVER

now ready for

SHOOT THE BULL and RAPID FIRE

\$15.00 Complete

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MILLS SLOT MACHINES—BRAND NEW—ORIGINAL CRATES

Bonus Bell Nickel	\$215.00	Mystery Blue Front—10c.....	\$175.00	Gold Chrome Bell—5c.....	\$220.00
Original Chrome Bell—5c.....	195.00	Vest Pocket—Metered—1c	43.50	Gold Chrome Bell—10c.....	230.00
Glitter Gold Q.T. Nickel.....	94.50	Vest Pocket—Metered—5c	47.50	Gold Chrome Bell—25c.....	245.00
Blue Q.T. Nickel.....	69.50	Club Bell Console—50c.....	335.00	Brown Front Bell—5c.....	185.00

MILLS FACTORY REBUILT SLOT MACHINES

Original Chrome Bell—1c.....	\$150.00	Bonus Bell—1c	\$150.00	Gold Chrome Bell—5c.....	\$190.00
Original Chrome Bell—5c.....	165.00	Bonus Bell—5c	155.00	Gold Chrome Bell—10c.....	195.00
Original Chrome Bell—10c.....	175.00	Bonus Bell—10c	165.00	Gold Chrome Bell—25c.....	210.00
Original Chrome Bell—25c.....	185.00	Mystery Blue Front—5c.....	105.00	Melon Bell—25c	125.00
Club Bell Console—5c.....	220.00	Mystery Blue Front—10c.....	115.00	Brown Front Bell—5c.....	175.00
Club Bell Console—10c.....	230.00	Mystery Blue Front—25c.....	125.00	Brown Front Bell—10c.....	180.00
Club Bell Console—25c.....	245.00	Cherry Bell—5c	125.00	Brown Front Bell—25c.....	185.00
Q.T. Bell—1c	39.50	Cherry Bell—10c	135.00	Vest Pocket—Blue & Gold—5c.....	34.50
Q.T. Bell—5c	59.50	Groetchen Columbia—		Pace Comet Mystery—5c.....	49.50
Jennings Chief Console—1c.....	85.00	1c, 5c, 10c or 25c.....	59.50	Pace Comet Mystery—10c.....	49.50
Jennings Chief Console—5c.....	110.00	Groetchen Columbia—		Pace Rocket Slug Proof—5c.....	79.50
Jennings Chief Console—10c.....	120.00	Cig Reels—Gold Award.....	59.50	Pace Rocket Slug Proof—10c.....	79.50
Jennings Silver Chief—5c.....	99.50	Jennings Club Special—10c.....	79.50	Jennings 4 Star Chief—5c.....	69.50

New Slot Machine Safe Stands—Mills.....	\$13.75	Used Mills Safe Stands.....	\$9.75
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ONE BALL FREE PLAY NOVELTY GAMES—RECONDITIONED

Club Trophy	\$214.50	Forty One Derby.....	\$229.50	Pimlico	\$249.50
Blue Grass	125.00	Dark Horse	120.00	Record Time	120.00
Sport Special	99.50	Mills 1940—1-2-3	94.50	Mills 1939—1-2-3	49.50
Eureka	39.50	Gold Cup	44.50	Exhibit Congo	39.50

ONE BALL AUTOMATIC PAYOUT TABLES

Jockey Club	\$250.00	Keeney Winning Ticket.....	\$ 85.00	Mills Spinning Reels.....	\$115.00
Sport King	155.00	Rock-Ola Across The Board.....	42.50	Mills 1-2-3	49.50
Santa Anita	125.00	Western Hey Day	39.50	Mills Flasher	44.50
Grand National	89.50	Western Feed Bag	39.50	Mills Hi Boy.....	44.50
Thistle Down	64.50	Western Quinella	39.50	Mills Clocker	29.50
Hawthorne	64.50	Bally Stables	27.50	Bally Preakness	22.50
Sport Page	59.50	Bally Gold Medal.....	49.50	Bally Hialeah	24.50
Pacemaker	89.50	Gottlieb Track Record.....	89.50	Western Winner	22.50

FINE ARCADE EQUIPMENT—FOR BETTER OPERATING

Chicago Coin Hockey.....	\$220.00	Keeney Submarine	\$205.00	Scientific Batting Practice.....	\$125.00
Exhibit Kisso Meter.....	185.00	Seeburg Hockey	59.50	Mutoscope Drivemobile	185.00
Exhibit Punching Bag	185.00	Bally Rapid Fire.....	169.50	Evans Ten Strike—Hi-Score.....	94.50
Exhibit Card Vendors.....	44.50	Bally Bull's Eye	79.50	Rock-Ola Ten Pin.....	64.50
Evans Play Ball.....	220.00	Bally Eagle Eye	79.50	A.B.T. Fire & Smoke.....	22.50
Exhibit Vitalizer—Late	79.50	Rock-Ola Tom Mix.....	59.50	Keeney Anti-Aircraft—Brown	49.50
Seeburg Shoot the Chutes.....	109.50	Western Baseball—F.P. & P.O.....	79.50	Erie Diggers—Marbleglo	69.50

Seeburg Rayolite—One Hundred Shots—Jap Scenery—Completely Refinished	\$89.50
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NEW GAMES—ORIGINAL CRATES IN STOCK FOR IMMEDIATE SHIPMENT

Bally Longacre	\$279.50	Mills Three Bell.....	\$575.00	Bally Club Bell—F.P. & P.O.....	\$279.50
Bally Pimlico	269.50	Keeney Two Way Bell—		Bally Hi-Hand—F.P. & P.O.....	185.00
Jennings Bobtail F.P.....	149.50	5c & 25c—F.P. & P.O.....	395.00	Mills Jumbo Parade.....	135.00
Jennings Silver Moon F.P.....	154.50	Keeney Submarine	265.00	Exhibit Sky Chief.....	154.50
Genco Four Aces.....	159.50	Keeney Super Bell.....	265.00	Chicago Coin Gobs.....	142.50
Genco Defense	129.50	Gottlieb Keep 'Em Flying.....	139.50	Chicago Coin Yanks.....	119.50
Gottlieb Five & Ten.....	119.50	Chicago Coin Home Run of '42.....	94.50	Keeney—4 Way Bell—3-5c, 1-25c.....	485.00

SLIGHTLY USED FIVE BALL FREE PLAY NOVELTY GAMES

Exhibit Air Circus.....	\$ 99.50	Genco Defense	\$105.00	Gottlieb Five & Ten.....	\$ 95.00
Exhibit Big Parade.....	94.50	Genco Victory	95.00	Gottlieb New Champ.....	64.50
Exhibit West Wind.....	62.50	Genco Bosco	69.50	Chicago Coin Venus.....	79.50
Exhibit Double Play.....	59.50	Genco Jungle	69.50	Chicago Coin Bowlaway.....	69.50
Keeney Towers	84.50	Genco Zig Zag.....	54.50	Chicago Coin Majors of '41.....	49.50
Keeney Twin Six.....	49.50	Genco Gun Club.....	69.50	Chicago Coin Star Attraction.....	64.50
Keeney Velvet	39.50	Genco Ten Spot.....	54.50	Mills Owl	89.50

THOROUGHLY RECONDITIONED—AUTOMATIC PAYOUT CONSOLES—CABINETS REFINISHED

Keeney Pastime	\$175.00	Evans Lucky Star—7 Coin.....	\$185.00	Pace '41 Saratoga—F.P. & P.O.....	\$140.00
Keeney Triple Entry.....	145.00	Jennings Silver Moon.....	135.00	Pace 1941 Saratoga.....	120.00
Keeney 1938 Track Time	115.00	Bally Royal Draw.....	160.00	Mills Jumbo Parade.....	110.00
Mills Four Bells—Late	345.00	Bally Royal Flush.....	64.50	Mills Square Bell.....	69.50
Bally Hi-Hand—F.P. & P.O.....	155.00	Stanco Bell—25c Play.....	89.50	Jennings Bobtail—25c Play.....	145.00
Evans 1939 Dominoes.....	105.00	Evans 1937 Dominoes.....	69.50	Keeney Super Bell—F.P. & P.O.....	200.00
Groetchen Sugar King.....	49.50	Jennings Multiple Racer.....	49.50	Exhibit Tanforan	49.50
Jennings Good Luck.....	59.50	Exhibit Longchamp	59.50	Jennings Liberty Bell—Slant.....	39.50

MECHANICALLY PERFECT—PHONOGRAPHS—CABINETS ALL REFINISHED

Wurlitzer Model 850.....	\$475.00	Rock-Ola 1941 Playmaster	300.00	Rock-Ola '39 DeLuxe—	
Wurlitzer 71 with Stand.....	115.00	and Spectravox Combination.....	210.00	Luxury Lightup	\$169.50
Wurlitzer 61—No Stand.....	65.00	Rock-Ola 1940 Model Super.....	95.00	Seeburg 1938 Regal.....	125.00
Wurlitzer 616—16 Records.....	59.50	Rock-Ola Monarch—20 Records.....	84.50	Mills 1940 Throne of Music.....	150.00
Wurlitzer 412—12 Records.....	44.50	Rock-Ola Imperial 20—20 Records.....		Mills 1941 Empress.....	195.00

THEY PERFORM LIKE NEW—FREE PLAY CONSOLES—CABINETS REFINISHED

Bally Big Top.....	\$105.00	Jennings Bobtail	\$110.00	Mills Jumbo Parade.....	\$ 75.00
Bally Hi-Hand	155.00	Jennings Silver Moon.....	125.00	Watling Big Game.....	70.00
Keeney Super Bell.....	200.00	Watling 1941 Big Game.....	115.00	Jennings Fastime	70.00

Terms: Fifty Percent Deposit — Balance Sight Draft or C.O.D.

SPECIAL QUANTITY PRICES ON NEW MACHINES

WRITE FOR PRICES ON GAMES NOT LISTED

MONARCH COIN MACHINE CO.

1545 NORTH FAIRFIELD AVE.

(Phone Armitage 1434-1435-1436-1437)

CHICAGO, ILLINOIS

COIN
MACHINE
REVIEW

7

FOR
JUNE
1942

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

PHONOGRAPHS

SEEBURG	
Colonel 1940 E.S.	\$319.50
Envoy, R.C.E.S.	324.50
Major 1940, E.S.	299.50
Commander E.S.	294.50
Royale 1938	119.50

WURLITZERS	
600-Round Selec.	\$169.50
616-16 Records	79.50
412-12 Records	59.50
P12-12 Records	54.50
61-1939 Counter	89.50
71 with Stand	129.50

MILLS	
Throne of Music	\$159.50
Empress—1941	209.50

ROCK-OLA	
Super 40	\$225.00
Master 40	215.00
Deluxe 1939	179.50
Standard 1939	169.50
Imperial 20, 20 Rec.	109.50
Rhythm Master 16	69.50



New Mills
Vest Pockets
Blue & Gold

\$4350

Metered
Jackpot



SPECIALS!

MILLS
GOLF BALL VENDORS
2-25c—Like New—1-10c
\$194.50 Ea.

BRAND NEW MOTORS
For Seeburg and Wurlitzer
\$18.50 Ea.

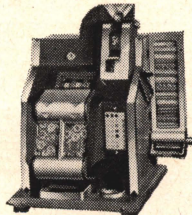
BELLS

Genuine Factory Rebuilt

Blue Fronts		Gold Chrome	
1c	\$97.50	5c	\$189.50
5c	135.00	25c	194.50
10c	140.00	5c	119.50
25c	145.00	10c	121.50
50c	300.00	25c	124.50
Brown Fronts		Bonus Bells	
5c	\$149.50	5c	\$189.50
10c	152.50	25c	197.50
25c	154.50	5c	189.50
Chrome Bells		10c	\$189.50
5c	\$189.50	Roman Bell	25c
10c	192.50		\$129.50
25c	194.50		

CONSOLES

Mills 4 Bells, 5c	Serials over 1800	\$375.00
Keeney Super Bell		235.00
Evans Galloping	Dominos, Black	79.50
Evans '40 Lucky Lucre		189.50
Bally High Hand		189.50
Watl. Big Game, P.O.		114.50
Big Game, F.P.		114.50
Mills Jumbo, F.P.		124.50
Mills Jumbo, P.O.		114.50
Pace Saratoga, P.O.		79.50
Saratoga, F.P. & P.O.		179.50
Keeney '38 Skill Time		119.50
Evans Bangtails, Red		97.50
Jenn. Bobtail, Total		139.50
Jenn. Bobtail, P.O.		129.50
Jenn. Fast Time, F.P.		97.50
Jenn. Fast Time, P.O.		89.50
Jenn. Liberty Bell, Flat		39.50
Jenn. Liberty Bell, Sl.		44.50



Mills Brand New
Glitter Gold, 1c,
\$72.50; 5c, \$75.50

Q. T.

Brand New KEEP 'EM BOMBING—Write for Special Price

TERMS: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

FRIENDLY
PERSONAL
SERVICE

ST. LOUIS

ST. LOUIS.—May was a month of reconditioning in St. Louis as operators giving up all thought of replacing equipment in service with new machines hustled to repair and recondition those already on the routes. At least half a dozen distributors are now keeping their shops open until late at night for the purpose, and "getting by" on this work where no new equipment is available to be sold.

REFINISHING SLOT MACHINES

\$10.00 — \$15.00

Completely overhauled and refinished to look like new. Blue Fronts and Gray Fronts.

MILO J. HERRING

1705 W. Pico Blvd.
LOS ANGELES, CALIF.

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

Collections remained at a stable level over the city, although there were reports from operators in outlying townships and suburbs that they had fallen off sharply.

All of St. Louis' far-flung war production industry is now complete and going full blast, with three munition plants, the country's largest ordnance factory and thousands of subcontractors busy with turning out every conceivable war need.

Distributors report that quite a few country operators are attempting to diversify their income sources with punchboards—notably a dozen well known rural operators who never before ran a board coming in to put a couple into all phonograph and pinball spots possible.

Lost to the army this month was Elmer Schewe, well known for a large rental phonograph business as well as operating, who had a few weeks previously turned over half his route to his wife following their separation. Elmer is going into the Signal Corps as an electrician.

Penny arcades have multiplied unbelievably in St. Louis, with arcade equipment much in demand. Ideal Novelty Co.'s Carl Trippie who has added another four inches to his waistline in a month, is running twelve of them at amusement parks, roller rinks, downtown streets and vacation beaches at present; including a "deluxe"

arcade in the downtown financial section which is air conditioned, furnished with modern bleached wood furniture, and includes a ladies' arcade with less lusty equipment.

Howard Schupferle, East St. Louis operator who joined the Air Corps last January, is being mourned by friends following the crash of an Army bomber near Eads, Texas, which killed all five occupants. It was Schupferle's first bomber flight.

Nate Wolff, St. Louis operator specializing in pinball machines, was drafted in May and left immediately for the Engineer Replacement Center at Fort Leonard Wood, Mo. Wolff sold his equipment and spots to friends who will return them to him following the winning of the war.

At least temporarily cured of highway driving on Sunday is Angelo Ziegler, St. Louis operator who was badly injured in a three-car smashup south of the city last month. Angelo was in the hospital for several weeks, and has emerged in slings, casts and braces vowing to take a horse there- after.

The Missouri Amusement Machine Association met at the De Soto Hotel in May to discuss the growing shortage of mechanics and reconditioning problems. On motion it was voted to set up some system whereby draft-exempt men can be trained to replace the badly needed mechanics who have been called to the army at the rate of three and four a week since February. A "school" will be set up to be operated by veteran coin machine mechanics, using the facilities of prominent distributors for the purpose, and rotating through all until fifteen or twenty men can be trained.

After eight years of courtship which was a humorous tradition with coin machine and punchboard men in St. Louis, Art Paulle and Selma Clithero, punchboard executives at Ideal Novelty, have finally heard wedding bells. Art, who is with the Navy at the Boston Navy Yard, finally popped the question when home on a short leave, and Selma

BRAND NEW

5c Mills Gold Chrome Bell, 2-5	\$225.00
5c Mills Brown Front Bells	189.50
5c Mills Vest Pocket Bells	47.50
10c Mills Empress Phonographs,	
in original crates	299.50
Mills Jumbo Parades Cash Pay	139.50
Mills Jumbo Parades Combination	169.50

FACTORY REBUILTS

5c Mills Club Bells, Like New	259.50
25c Mills Club Bells, Like New	269.50
5c Mills Gold Chrome Bells	179.50
10c Mills Gold Chrome Bells	184.50
25c Mills Gold Chrome Bells	189.50
5c Mills Blue Front Bells	112.50
10c Mills Blue Front Bells	115.00
25c Mills Blue Front Bells	117.50
Drill Proof, Club Handles, Light.	

Mills Three Bells, Like New	WRITE
Mills Jumbo Parades, Free Play	125.00
10c Jennings Silver Moon Chiefs,	
Used Three Weeks	139.50

50 Mills Gooseneck Jackpot Bells,	
Clean, Perfect Operating Order	22.50
1c Mills Q.T.S. Glitter Gold, Like New	62.50
1c Mills Q.T.S. Green, Like New	40.00
35 Galloping Dominos, Factory Rebuilt	74.50 wp
Keeney Super Bells, Floor Samples	219.50
1941 Lucky Lucre, Like New	249.50

MISCELLANEOUS

3 Mills 1-2-3's Cash Pay	29.50
1 Evans Bangtails, Clean	60.00
1 Jennings Liberty Bell	32.50
2 Jennings Good Luck	29.50
50 Automatic One Ball Tables	5.00
Mills Single Slot Safes	17.50
Mills Double Slot Safes	22.50
Single Jackpot Attachments—	
To convert Double Jackpot Blue Fronts	
into Single Jackpots complete with	
frame. Easy to install. Per set	2.25

SOUTHWEST AMUSEMENT CO.

1712 Field St.

Dallas, Tex.

is proudly showing a "Mrs. A. Paulle" desk sign on her balcony office desk at Ideal.

About this time of year this column ordinarily would report scores of vacations—but with war conditions what they are, not one operator or distributor is vacationing. Art Heimke has given up his regular sojourn in Miami, John LaBan is forgetting about cool Minnesota, and Fred Pollnow is letting the South go without him. All men are too busy, don't want to use the tires on their cars.

With regard to tire conservation, five St. Louis distributors have announced that only one truck delivery of machines or parts will be made per day hereafter, and that no special service trips can be handled. Service calls coming in now will be "routed" for a day's work, so that each truck will cover the accumulated calls through the day without backtracking or wasting gas or tires. Ideal Novelty has laid up one truck on blocks as a "reserve" against the time when no further chassis are available.

Lee James of Star Novelty Co. heard the call to the Air Corps and is now trying for a commission. His wife and new baby accompanied him to a southwestern airdrome.

Out of town operators who came in to buy used equipment during May included Jim Barnes of Jacksonville, Illinois; H. G. James of Effingham, Illinois, and Jerry Marshall of Huntsburg, West Virginia. Many operators coming from hundreds of miles away indicate that the merchandise question means long trips to find the proper machines.

Harry Siegel, after being deferred by the draft board has purchased all equipment and locations of the Schewe Novelty Co. following Elmer Schewe's induction.

The Associated Phonograph Owners of

NEW ARCADE EQUIPMENT by EXHIBIT

CARD VENDORS
with stands, ea.\$ 45.00
KNOTTY PEEKS, sets of two
with stand 136.00

MYSTIC EYE 231.00
RADIOGRAM 231.00
RAMASES 186.00
SCREEN TESTS 231.00

USED ARCADE EQUIPMENT

1 COIN MOVIE, 16 MM......\$200.00
1 DRIVE MOBILE 200.00
1 Exhibit PULL UP BAG..... 50.00
1 GOOFY BALL by Exhibit.... 75.00
5 Keeney SUBMARINE GUNS 210.00
1 Mills 12-MONTH HORO-
SCOPE with 12,000 Cards 100.00
1 Mills PUNCH BAG..... 85.00

NEW MARBLE GAMES AT CLOSE-OUT PRICES

5 GOBS ea. \$149.50
3 YANKS ea. 139.50

Snap 'Em Up TODAY!

MAC SANDERS

2837 West Pico Blvd. Republic 5161 Los Angeles, Calif.

COIN
MACHINE
REVIEW

9

FOR
JUNE
1942

LAST CALL! CONSOLES At Sacrifice Prices

Big Tops . . . \$ 87.50

Free Play Each

Super Bells . 199.50

Combination F. P. and Payout Each

Mills Free Play

Slot 59.50

Each

High Hands . 147.50

Each

Paces Reels . 99.50

Combination F. P. and Payout Each

Silver Moon . 117.50

Each

Bally Club

Bells . . . 247.50

Each

All With Fruit Reels Except 'High Hands'
Terms: 1/3 Deposit, Balance C. O. D.

S. & S. Amusement Co.
3817 N. E. SECOND AVE.
MIAMI, FLA.

St. Louis met at the Statler this month to appoint Roy Haas of University City, Mo., as managing secretary of the association, to replace Ed Fischer, who resigned recently. The association in the interests of economy has given up its Market Street office and moved the files to Haas' home at 644 Vassar St. in University City. To keep up membership, the association has reduced membership fees to 5 cents from the former 25 cent rate per phonograph. The move was made for the benefit of out of town operators who are suffering from the moving away of defense worker-customers.

A new stenographer made her appearance at Ideal Novelty this month—Mary Schue, replacing Margaret Miller who followed her husband into a war industry.

Mike Offerman is in the hospital for his annual tuneup and a rest following sleepless nights moving his equipment out of a neighborhood which the government will tear down to build defense housing apartments. Mike had just earned the spots in the district before the government used eminent domain to take over six square blocks.

Robert Latimer

No Soft Drink Expo.

WASHINGTON — The annual convention and exposition of the American Bottlers of Carbonated Beverages, one of the largest trade shows held annually in the country, will not be held in 1942 according to an announcement just made by John L. Riley, executive secretary of the group.

RUSH YOUR ORDER — WHILE THEY LAST

BRAND NEW MACHINES IN FACTORY SEALED CARTONS

Bally Club Bells, Convertible.....\$265.00
Bally Long Acres, Console Model..... 290.00
Bally Pimlico, Table Model..... 265.00
Col. Bells, R. Door Payout, GA..... 85.00
Evans Galloping Dominos, JP..... 395.00
Keeney Super Bells, Convertible..... 250.00
Mills Gold Chrome Bells, 5c..... 195.00
Mills Jumbo Parades, Convertible..... 175.00

EXTRA CLEAN

SLIGHTLY USED MACHINES

Bakers Pacers, D. Double, 30 Pay.....\$225.00
Evans Lucky Lucre, extra clean..... 145.00
Evans Royal Lucre, extra clean..... 195.00
Jennings Fast Time, CP..... 75.00
Mills Jumbos, CP..... 85.00
Mills 3-Bells, very clean..... 450.00
Paces Races, Brown Cab. High Ser..... Write

MACHINES USED LESS THAN THIRTY DAYS IN OUR OWN LOCATIONS

Bally Club Bells, used 3 days.....\$245.00
Bally Hi Hands, extra clean..... 125.00
Evans '41 Galloping Dominos, JP..... 310.00
Evans '41 Lucky Lucre..... 295.00
Keeney Super Bells, used 3 days..... 225.00
Mills Jumbos, CP, Latest Model..... 125.00
Mills 3-Bells, used 3 days..... 500.00
Mills 4-Bells, High Serials..... 425.00

BELLS

Col. Bells, R. Door Payout, GA.....\$ 50.00
Mills Bonus Bells, 5c..... 145.00
Mills Blue Fronts, Recond. &
refinished like new, 5c, 10c..... 85.00
Mills Melon Bells, 5c & 10c..... 90.00
Watling Twin JP, 5c..... 40.00
Watling Rol-A-Top, Twin JP, 5c..... 45.00

Order direct from this ad. Send one-third Certified Deposit with Order.

JONES SALES CO.

1330 Trade Avenue
Tel. 107, Hickory, N. C.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

SO. CALIFORNIA

LOS ANGELES—Dim outs, blackouts, threats of gas rationing in the West, and sundry other "could be's" are providing Southern California operators with plenty to think about but despite it all a "business-as-usual" spirit prevails; sales hold to an even level in the jobbing and distributing establishments, and operators report collections on the upgrade.

I. F. Webb, Rock-Ola vice-prexy in charge of Phonograph sales, graced the local scene the first week in June and spent considerable time with Jean Mint-horne, local distrib., and also conferred with Harry Gordon, new San Diego dealer. Webb seemed optimistic over conditions and his forecasts for the future certainly sound encouraging.

Fred Reilly is fresh out of another business. This time it's the fluorescent light industry. Fred had just sprouted roots in this new enterprise, had opened a factory to manufacture his own fixtures and the like, when along came the WPB board and asked Fred, along with several thousand others, to desist from such activity. First it was the "Dancing Circus," next it was the fluorescent light business, and next it will be—who knows? Reilly has the happy faculty of always being able to spring back with something new to cop the coin.

Cantor's Western Vending Machine Service in L. A. is on the way out. With no new machines on the way Cantor can't hope to continue selling used ones too long and so is calling it a day and closing his local establishment as soon as the localites take his machines away from him.

Mac Mohr is getting ready for the fan season and has a stock on hand which he hopes will be ample for requirements. For the past couple of years the weather has played tricks on the fan business but with every other part of the world in the heat of it Mac thinks it might be warm here a week or two this summer and he can get going on the swell line of fans he has.

Cliff Blake, who everyone knows, is back at Coast Cigarette Vendors and supervising activities. We understand brother Bill, who used to warm the executive seat there, is now in the service.

R. E. Reeder, of Glendale's Coin Machine Service, was in San Francisco the first part of June buying up used equipment.

Harry Kaplan, Southwest Vending head, is a smart hombre. Harry purchased the entire corner next to his place for a song and now has a nice little income from the rentals. There's a service station on the corner, a two story building with two rentals downstairs and rooms and apartments upstairs and all of them make their rental checks in favor of Harry Kaplan.

Eddie Blumenthal found a good place to eat and the very next week the place closed. At least Eddie will have memories.

Les Lorden heard that there might be a film stock exchange so he went to town and bought up a huge quantity of film stock. "My customers won't be disappointed," said Les, as he proudly showed a big inventory of film stock.

Private Harry Holdsworth, erstwhile printer to the industry and a music operator as well, is now stationed at Guadalupe and, before the first of June, was able to get away for a few hours once in a while to see local friends and relatives.

Jack Gutshall finally decided to put his name up in front of his place of business instead of the Esquire label that had been

Herb McClellan's

10 DAY SPECIALS

BRAND NEW —

Chicago Coin GOBS

Chicago Coin YANKS

Genco 4 ACES

Special Values

\$?? . ?? —

ASK HERB

Keeney SUPER BELLS, used.....	\$239.50
BLUE FRONT, 378,000, original light side armored.....	89.50
Bally HI HAND, used.....	169.50
Genco DEFENSE, absolutely new	127.50
Chi.Coin HOME RUN, brand new	109.50
RAY'S TRACK (nearly new—cost \$600.00, 25c play).....	169.50
ROYAL DRAW, Free Play and Payout, same as HI HAND.....	114.50

Write for Special Prices on

Blue and Gold, meter VEST POCKETS

BRAND NEW!

USED MACHINES

OWL, 1 or 5 ball free play.....	\$ 89.50
TURF CHAMP, free play or cash	29.50
DERBY DAY, free play or cash....	29.50
JUNGLE	79.50
STAR ATTRACTION	74.50
TEN SPOT	55.00
SEA HAWK	57.50
METRO	39.50
HI HAT	55.00
BOOM TOWN	34.50
LEAGUE LEADER	39.50
GOLD STAR	37.50
WOW	39.50
TEXAS MUSTANG	89.50
FORMATION	29.50
4 ROSES	44.50
VICTORY	99.50
RED, WHITE & BLUE.....	34.50

If we have not listed the equipment you need, write us today for lowest cash prices!

HERB McCLELLAN CO.

1347 W. Washington Blvd.

Los Angeles, Calif.

PR. 9111

there previously. Now the place is all dolled up with Jack's name in huge letters on the outside.

It costs bookoo dough to own a cottage at the lake and keep the landscaping up. Take it from Billy Simmons who just signed his name to a \$170.00 check for trimming a tree that the Ventura County fire warden claimed was a fire hazard because one of the limbs was within 20 feet of the top of the Simmons' chimney at Lake Sherwood.

Mrs. Mario Castegnaro still remains in the East in behalf of APDI business. In the local studio, husband Mario says that the curtailment on film set budgets has caused a flurry in the process work field and for the duration APDI will not be making any more pictures for coin machine operators but will be confining its attentions entirely to the professional field.

The Telephone Company isn't too anxious to put in new 'phones for anyone under present conditions but there is one chap in the business who really needs a 'phone. He is Milo Herring, refinisher supremo, who has more work in his place than you can shake a stick at and closes shop to go next door to 'phone. Such are the worries of a wartime era.

M. C. Bledsoe, of Santa Barbara, has been spotted around the local jobber-joints, picking up equipment for the operation he has up there.

Ken Brown is one of the busiest operators in the L. A. area. Regardless of where you might drop in you'll find Ken on deck, buying equipment, trading in old, and transacting other affairs.

Jane is now the major-domo at Jack Gutshall's while Jack is spending the month with the missus tantalizing the fish up at Big Bear. Jane knows the business from beginning to end for she's been Jack's right hand woman for some years past. Jane, besides her other duties, is always willing and happy to show visiting coinmen, with good physiques, just how luminous paint signs show up in Jack's dark room. Why don'tcha drop in on Jane?

Army camps have boosted the play in the San Luis Obispo area and Bob Crossman came South mid-May to pick up some stuff to replace worn out machines.

Jim Meyers is doing a swell job in San Diego with the DuGrenier Cigarette Machines he purchased from R. A. Parina & Co. Meyers is cashing in on the tremendous spurt of activity down there and really doing some good for himself.

De Loss Osborn, well known to Southern California coinmen, is now taking care of the Minkus operations in Oakland and San Francisco. Minkus has been ill for some time and De Loss is caring for his business for him in the present emergency.

Charlie Berkemeyer of San Luis Obispo was in during May to pick up some new equipment at Jack Gutshall's Distributing Co. Charlie is still bemoaning the sinking of his pleasure craft. It seems the boat sunk while lying at mooring. Charlie had it surfaced and since then has been having some heated conversations with the insurance company.

Margie Schlegel, secretary-par excellent, of General Music, took her two-week vacation with hubby in Yosemite. Said L. D. Turner, General's man of figures, "I never knew how good the gal was 'til she took off." (Editor's Note: Turner's job designation and his comment are not to be misconstrued.)

And speaking of General Music we should mention Sally. For Sally is truly the joy and pride of papa Bud who delights in putting the beautiful Doberman Pinscher through her paces. Sally sits, sleeps, walks,

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jumps, follows at your heel, and does hundreds of other jobs at a simple command from bossman Bud. It's really worth a trip to General to see Sally.

General Devices Corp., manufacturers of Metermovies, are in war production and out of the industry until it's all over.

R. E. Leland, Leland Sales head and secretary of the Western Vending Machine Operators Association, has returned from a month long trip through the northern part of the state.

A. O. L. A. C. scheduled a membership meeting for June 11th just as the last form for this issue was on the presses. A full report on the meeting in our next issue.

Elston Harrison, 33, owner of oil properties and interested in a music system in San Diego, committed suicide at his home in Pasadena on June 1st. Harrison shot himself in the head and police found his rifle beside him. His physician said he had been mentally depressed and frequently threatened to take his life.

Also in the San Diego sector coinmen were jubilant over the acquittal of murder given a brother operator. It seems the operator had taken the individual along with him, and two girls, on a ride. The door accidentally opened, the chap fell out and hit his head on the curb. He returned to the car and went into a cocktail lounge with the rest of the party but fell down the steps and hit his noggin once more. He returned to the bar, mounted the stool, ordered a drink, and then slumped off into what everyone thought was a drunken stupor. However, upon investigation, it was found he was dead. The operator was held, and at the preliminary hearing was freed of all liability.

Robert Cecil, Parker, Arizona operator, visited L. A. and picked up some equipment for his spots.

Allen Anderson, who dominates the operating scene in Shafter, makes it regularly into L. A. to pick up equipment to keep his spots at top earning peak.

William Happel, Jr., of Badger Sales, has been presenting his friends with a swell-elegant set of war maps with the picture of General Douglas MacArthur thereon. Happel reports a nice response from the boys on the piece.

What is the definition of a JOURNEY? Answer at the bottom of this column.

Fred Gaunt of Trojan is doing a nice job on Arcade stuff.

And, on Arcade Stuff, the fountain head of all information and equipment available is Mac Sander's place. Mac has really gone into the field in a big way and can help any Arcade operator, or new Arcade operator, to select equipment that will pull in the money and keep going for the duration.

Tony Parina reports that his local office is taking care of the parts requirements of DuGrenier operators and that they will continue to so do just as long as stocks are available.

Marjorie Schlegel, General Music secretary, knows that bossman Parr, and man-of-figures (don't get us wrong) Turner liked fish so while she was up in Yosemite she sent both a nice parafin fish, in a wooden box, marked "This Is the Fish I Promised You."

Max Kraut, who used to sing the praises of the new Norman Bel Geddes U-Need-A-Pak cig. vendors, is now trying to fill the demands for second hand equipment, and at the same time sandwich in his activities on the local Draft Board.

William Nathanson has opened his

Answer to Question
A Piece Away From Home!

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OPERATORS ATTENTION

We Are Equipped to Handle Your Wants—

COMPLETE STOCK NEW AND USED GAMES . . . OUR RECONDITIONED GAMES ARE TOPS . . . PRICED RIGHT

**NEW BALLY THOROBREDS AND LONGACRES
IMMEDIATE DELIVERY . . . WRITE FOR PRICES**

**Let Us Transform Your Old Games Into
Factory-Refurbished New Ones**

**Arcade Equipment—Supplies
Parts for ALL Games**

**Kirk Stereo Third Dimension Camera and Viewer
for PREMIUM BOARD OPERATORS**

PAUL A. LAYMON

Distributor of Quality Coin-Operated Machines

1503 W. Pico Blvd. DRexel 3209 Los Angeles, Calif.

"Smallest Arcade on Main Street" and the boys are giving it a play.

Did you know that a Sweater Girl's theme song is the "Jersey Bounce"?

Shelley Radio found that THE REVIEW really brings home the bacon. After advertising tubes in the last issue orders were so heavy that the place was swamped. Said they, "We planned on carrying a big ad following the great returns we received from our May copy but the WPB stepped in and our future deliveries on tubes are not so certain. If we can work it out we'll certainly have a page in the next issue for THE REVIEW really brings QUICK results."

Irving Bromberg is happy over the last shipment of games he is now offering Western operators. Says Irving: "If you don't get 'em now, don't cry!"

Paul Laymon has been registering a nice business on Bally Longacres and the Kirk Stereo Camera and Viewer. First is the last of the new games operators can expect for some little time. Second is a premium item with unusual promotional advantages.

Carl Noto, Operators Exchange, San Francisco, who recently joined the army, was in Los Angeles the second week in June. Army life certainly agrees with Carl. He was looking tall, dark and handsome.

Herb McClellan is all set for the bargain hunters. Herb bought wisely, has a good selection, and is ready to take care of the game requirements of the lads in the West. McClellan maintains a nice display of new and used equipment at his establishment at 1347 West Washington and coinmen visiting the city will find it worth their while to check with Herb.

Jeann Minthorne is happy over the appointment of Harry Gordon, Automatic Amusement Co., as San Diego dealer on the Rock-Ola line. Already Gordon is turning

in a nice sales volume and Jean says that Harry has felt the pulse of a great line and is now delivering sales that would make a lot of regular distributors look sick.

"Pop" Osborn, of Osborn Music Co., loves to reminisce on the early days of coin machine operating. Just this week he put the editor of THE REVIEW to bed when he established the fact that he had been operating coin-controlled devices 14 years before ye editor was born. Be that as it may, Pop Osborn is still one of the swellest characters with us from the early days. Here's hoping he'll be with us for a long time.

A tax on Music Boxes in suburban Burbank was on the fire as this issue folded up. Tax would have been \$12.00 per year for music machines and \$1.00 per year for automatic weighing machines.

Until our July 10th Anniversary issue when we start our 10th year of service to this industry . . . good collections!

Paul Blackford

BARGAINS IN SLOTS

ALL MACHINES LISTED HAVE ESCALATORS.
NO ORDERS ACCEPTED WITHOUT
1/3 DEPOSIT!

1	5c Watling Rollatop, tjp, like new	\$49.50
1	10c Watling Rollatop, tjp, mystery	37.50
1	5c Watling Rollatop, tjp, 3-5	32.50
1	5c Mills Yellowfront, rebuilt, sjp, 3-5	59.50
1	10c Mills Yellowfront, rebuilt, sjp, 3-5	59.50
9	5c Mills Bluefronts, djp, 3-5	79.50
10	5c Mills Extraordinary, djp, 3-5	59.50
8	10c Mills Extraordinary, djp, 3-5	59.50
2	10c Mills Extraordinary, djp, 2-4	39.50
1	5c Mills Extraordinary, djp, 2-4	39.50
2	10c Mills Yellowfronts, djp, 2-4	29.50
1	5c Jennings Chief, sjp, like new, 3-5	59.50
4	10c Jennings Chief, sjp, like new, 3-5	59.50
3	10c Jennings Century, triple jp, 2-4	22.50
3	5c Jennings Century, triple jp, 2-4	22.50

LE MAY DISTRIBUTING CO.
2608 Olive Street St. Louis, Mo.

COIN
MACHINE
REVIEW

11

FOR
JUNE
1942

K. C. NOVELTY CO.
 419 MARKET ST. MARKET 4641, MAIN 4514 PHILADELPHIA, PA.

GRAB THEM FAST

USED CONSOLES

Hi Hand, F.P. & C.	\$125.00
Club Bells, F.P. & C.	225.00
Jennings Past Time	64.50
Jennings Derby Day, C.	20.00
Bakers' Pacers Daily	Double, Ser. 7300
Evans Galloping Domino	latest model
15 Mills Chrome V.P.	1c Plus Cig. Reels
5 Mills Blue & G., V.P.	

USED FREE PLAY GAMES

1 New Exhibit Air Circus	\$109.50
2 Used Air Circus	90.00
2 Genco Defense	90.00
2 Gottlieb Keep 'Em Flying	99.50
2 Owls	75.00
1 1940 1-2-3 F.P.	75.00
Victory	74.50
Big Parade	74.50
Knockout	69.50
Home Run '42	59.50
Sport Specials	79.50
Topic	59.50

NEW CONSOLES

Bally Club Bells	\$275.00
Bally Club Bells	with mint vender
Bally Club Bells	with 25c slot
Mills Blue & Gold	5c with meter
Mills Chrome 5c	

Gottlieb

Spot A Card	\$59.50
Bowlaway	49.50
Captain Kidd	54.50
Keeney Towers	59.50
Gun Club	44.50
Texas Mustang	44.50
A.B.T. Bowler	39.50
5 New Stoner 3 Up	39.50
Horoscope	39.50
Snappy '41	42.50
Star Attraction	42.50
Majors '41	37.50
Venus	59.50
Jungle	54.50
Spot Pool	49.50
Double Play	34.50
Do Re Mi	34.50
Hi Hat	34.50
Ten Spot	34.50

Bell Hop

South Paw	34.50
West Wind	34.50
Sky Blazer	39.50
Legionnaire	32.50
Sports Parade	25.00
Sky Ray	24.50
Target Skill	24.50
Gold Star	20.00
Velvet	19.50
Miami Beach	34.50
Jungle	49.50
Attention	22.50
Boom Town	25.00
Bally Fleet	19.50
Turf Champ	19.50
Band Wagon	19.50
Flicker	19.50
Cross Line	19.50
Metro	19.50
Zig Zag	42.50

Moniker

Bonko	54.50
Argentine	49.50
Vacation	17.50
Sarah Suzy	14.50
Hi Stepper	19.50
Formation	14.50
Big Time	19.50
Wild Fire	29.50
Wings	12.50
Four Roses	19.50
Seven Up	19.50
Big Chief	19.50
Bakers Defense	19.50
Glamour	14.50
Turf Champ	19.50
Mills '39	25.00
1-2-3 F.P.	25.00
Sparky	24.50
Nippy	10.00
Lucky	10.00

RECONDITIONED WITH PLASTIC BUMPERS

Commodore	10.00
Miami	10.00
Sporty	10.00
Yacht Club	12.50
Annabel	12.50
Follies	10.00
Big Town	10.00
Sports	7.50
Punch	7.50
Supper Six	7.50
Cadillac	14.50

NEW IN ORIGINAL CRATES

Jobbers write for special prices

5 Chicago Coin Hockey	\$239.50
2 Keeney Submarine	239.50
1 Test Pilot	239.50
3 Scientific Basketball	89.50
4 King Pin Bowling Alleys	249.50
12 Daval Keep 'Em Bombing	17.50
10 Scientific Batting Practice	15.50
10 New Baker Kicker & Catcher	25.00
10 Chrome 1c Spearmint Machines	1.50
1 Bally Torpedo Gun Floor Sample	239.50
25 Groetchen Pikes Peak, 1c	19.50

USED ARCADE MACHINES

2 Bally Torpedo Guns, ea.	200.00
17 Baker Kicker & Catcher, like new	18.50
1 A.B.T. Jungle Hunt, very clean	22.50
5 A.B.T. Big Game Hunter	20.00
3 Daval Keep 'Em Bombing, like new	14.50
7 Hitler 1c Gun Machine, like new	19.50

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

Venders Price Ceiling

WASHINGTON—According to the most reliable information available here on June 1st some merchandise vended through automatic vending machines is considered as retail sales and as such will be controlled by the price-freezing order of April 28th.

It is suggested that operators obtain copies of this order and study it for the effect it has upon the various types of merchandise they vend. The time for making price reports to the government has been extended to July 1st.

Present information is that gum, peanuts, candy and other merchandise of like nature is not listed as a cost-of-living item and no price ceiling need be posted on the machine. Cigarettes are classed as a cost-of-living item and price ceiling must be posted. Ice cream also falls into this classification.

To play safe operators should preserve all records for the month of March, 1942, until definite rulings clarifying all points are issued by the Office of Price Administration.

Operators Buying Cautiously

CHICAGO—Eddie Ginsburg, Atlas Novelty Co. executive, relates that a new appreciation of values is being evidenced by the operator in his purchases today and that policies the operator is now establishing for himself will cause a beneficial effect upon manufacturing of new equipment when the war is over.

For as Eddie puts it "coinnmen are exercising a great deal more care in choosing their equipment today. We particularly notice that operators give most consideration to games that are designed for the long pull; equipment that can be operated indefinitely at a profit. The demand for such machines is growing noticeably stronger and the situation at this time presents a startling contrast to the less deliberate buying method that was prevalent as recently as a year ago. I firmly believe that today's buying habits will exert a strong, stabilizing influence on post-war manufacturing and operating.

"We at Atlas were able to foresee the buying trend, and we made all possible preparations for it," Eddie continued. "While the games we now offer, both new and used, provide great variety, we have in stock a big reserve of the equipment that features staying power as well as earning power. This, together with the elaborate reconditioning service provided by our shops, has strengthened immeasurably Atlas' position as a leading distributor."

Prohibition Urged Again

WASHINGTON—The Women's Christian Temperance Union and the Methodist Church Board of Temperance have fired the opening guns in a drive to restore prohibition in much the same fashion as during World War One. At present such legislation is pending before Congress but those in the know believe there is little chance of success at the present time.

They point out that if the nation was faced with a wheat and corn shortage today as in the last war that such legislation might be enacted but at present there is a surplus of both grains which are basic units in the fermentation of hard liquors.

However the two dry groups are shrouding their drive under the cloak of saving our service men from a drunkard's life. Claim is made that establishments of questionable character and frequented with persons of loose morals, are catering to service men and selling them liquor in defiance of army and navy regulations and curfew orders.

On the West Coast the Navy took the matter into its own hands on June 6th and posted the names of establishments found to be unfit for sailors. To make sure sailors did not frequent the spots on the published list military police were spotted at the entrance to each place and should a sailor attempt to enter the place a stretch in the brig would be the immediate penalty.

It is believed that such action on the part of the Navy will lead local officials to clean up the situation to such a degree that any and all spots can be opened to service men and that rules and regulations laid down by the Army and Navy will be observed.

New Jap Unit Ready

SAN ANTONIO, Tex. — A new Jap Change-Over for Bally Shoot the Bull and Bally Rapid Fire Guns is now being shipped to operators in all parts of the country by Harold W. Thompson, Seeburg Phonograph Distributor, who has built quite a name for himself supplying ray gun operators with the Change-Over units.

Included in the Thompson line are units for Chicken Sam and Jailbird machines and both the Jap and Hitler units are available.

Operators report the use of these units revives the play. Unit consists of entirely new molded figures, flashy new sixteen color scenery processed on heavy cardboard and streamer for top of the machine. Units may be installed right on location.

NEW AND USED EQUIPMENT FOR SALE

ALL USED EQUIPMENT IN PERFECT CONDITION LIKE NEW

FREE PLAY CONSOLES

	Each
1 Bally Club Bell, used two weeks	\$225.00
2 Bally Club Bells, new, never uncrated	300.00
2 Keeney Super Bells, used two weeks	200.00
10 Keeney Super Bells, new, never uncrated	300.00
1 Bally Sun Ray, new, never uncrated	245.00
1 Jumbo Parades, latest models, used two weeks	110.00
4 Jennings Bob Tail Tot, latest model	135.00
2 Jennings Silver Moon Tot, latest model	135.00
1 Jennings Fast Time, like new	90.00
3 Bally Big Top, latest, like new	110.00
1 Derby Winner, One Ball F.P., new, console	225.00
1 '41 Derby, One Ball F.P., new, console	225.00
3 Club Trophys. used but like new, console	225.00
3 Bally High Hands, latest, like new	175.00

AUTOMATIC PAYOUTS

1 Jennings Bob Tail	\$110.00
1 Galloping Dominoes, round head, perfect	75.00
1 6 Slot Palooka, one ball, perfect	50.00
1 25c Mills Dice Machine, like new	50.00

SLOTS

1 25c War Eagle, clean, perfect cond.	\$ 50.00
1 10c Cherry Bell, like new	85.00

PIN BALLS—200 latest models, all perfect condition, like new, all fully equipped with Free Plays. Write your needs for prices. Wire, phone or write. 1/3 deposit.

L. H. HOOKER NOVELTY CO.

Arnolds Park, Iowa

	Each
5 5c Q.T.'s, late ones	\$ 45.00
1 10c Q.T.'s, late ones	45.00
2 Mills Lion Heads, 1-5c, 1-1c, clean	30.00
1 25c Mills Extraordinary, like new, 3-5 payout	55.00
1 10c Mills Blue Front, clean	60.00
2 Pace Comets, 1-5c, 1-10c, clean	35.00
1 10c Jennings Duchess, perfect	25.00
2 10c Caille Bells, no J.P., clean, perfect	12.50
9 5c Mills Gooseheads, front vendor type	10.00

LEGAL EQUIPMENT

6 Anti-Aircraft Guns, dark Cabinets	\$ 55.00
1 Air Raider, like new	155.00
3 Chicken Sams. Hit the Japs	75.00
1 Rock-Ola World Series	75.00
2 Skeo-Ball-Ettes	75.00
2 Keeney Ten Pins	75.00
4 Texas Leaguers, 1c	35.00

COUNTER GAMES

50 Mercurys, 1c Cig. Reels, like new	\$ 8.00
30 Marvels, 1c Cig. Reels, like new	8.00
30 American Eagles, Fruit Reels, 5c	8.00
Imps, Penny Packs, Jiffys, Selectums, Boosters	4.00

AOLAC Praised

LOS ANGELES—The Associated Operators of Los Angeles County have been the recipient of many thank you letters during the past few weeks as the result of the fine co-operation given various groups in need of games, athletic equipment, radios and automatic phonographs. Hundreds of pieces have been donated and distributed to the Army, Navy and Marine camps throughout Southern California, in addition to government hospitals, U.S.O. centers and other entertainment facilities. In many cases members have donated their time also to keep the equipment in good working condition by servicing it regularly.

Thank you messages have been received from U. S. Naval Hospital at Corona, Volunteer Army Canteen Service, Florence Community Center, Rotary Club of South Gate and Walnut Park, The American Legion, Sons of the American Legion, Antelope Valley Emblem Club of 76, Los Angeles Community Welfare Federation, Huntington Park Woman's Club Juniors, Little Sisters of the Poor, Western Jewish Institute, Chief of Police of Gardena, Monrovia Health Camp, Junior Workers of Mt. Sinai Hospital, The Troupers, Boy Rangers of America, Youth Cabin Fund of Hawthorne, Bell Gardens Church of Christ, Citizens Committee for the Army and Navy and many, many more.

In addition the members have responded nobly to the nationwide appeal to engage in Office of Civilian Defense Work, the purchase of War Savings Bonds and Stamps and blood bank donations.

Seaboard Moves

NEW YORK.—Seaboard Sales, Inc., presided over by Bert Lane, has moved its offices and services to 2621 North Ashland Avenue in Chicago, where the firm will continue to serve operators with equipment, parts and supplies in the same efficient manner as in the past.

GROETCHEN METAL TYPER—9,000 TOKENS—\$295.00

ABC Bowler	\$ 69.50	Dough Boy	\$18.50	Pan American	\$ 49.50	Speed Ball	\$ 64.50
Attention	39.50	Champs	47.50	Paradise	49.50	Spot Pool	64.50
Anabel	24.50	Do Re Mi	59.50	Play Ball	44.50	Star Attraction ..	64.50
Barrage	39.50	Flicker	39.50	Play Mate	19.50	Strat-O-Liner ..	39.50
Belle Hop	54.50	Gold Star	34.50	Power House	22.50	Texas Mustang ..	67.50
Belway	89.50	Gun Club	59.50	Super Charger ..	14.50	Towers	89.50
Broadcast	39.50	Headliner	14.50	Spot-A-Card	69.50	Venus	84.50
Boom Town	34.50	Jungle	74.50	Sporty	14.50	Victory	99.50
Big Parade	99.50	Knockout	99.50	Sparky	29.50	West Wind	62.50
Bosco f. s.	87.50	Keep 'Em Flying	117.50	Sky Line	31.50	Wow	34.50
Captain Kidd ..	74.50	League Leader ..	32.50	Salute	39.50	Zombie	36.50
Dixie	31.50	Majors '41	47.50	Sun Beam	47.50	Zig Zag	59.50

CONSOLES—ONE-BALLS

3-way Grips	\$ 17.50	Anti-Aircraft	\$ 29.50	Blue Grass	\$149.50
Single Grippers ..	9.50	1 Evans Skeeball—t. p.	69.50	Sport Special	99.50
Batting Practice ..	128.50	15 Ex. Del. Card Vend.	34.50	Club Trophy	197.50
Hi Dial Ten Pins ..	79.50	9 Counter Card Vendor	10.00	'41 Derby	229.50
20 Rapid Fires	142.50	2 Exhibit Radiogram	169.50	Mills Owl	97.50

ONE-THIRD deposit with order, balance C.O.D.

EMPIRE COIN MACHINE EXCHANGE

2812 W. NORTH AVENUE
CHICAGO, ILL. HUMBOLDT 6288

Monarch Well Stocked

CHICAGO—Besides having one of the largest stocks of new and used equipment in the nation Monarch Coin Machine Co. is doing a big business in their repair service division.

"The interest of operators is equally divided between our huge stock of new and used equipment and our large, fully equipped reconditioning shop," stated Al Stern. "Hundreds of games have been reconditioned for duration operating at the request of our customers. Our shipping and receiving departments have been putting in overtime to expedite deliveries of the repaired games, as well as those of the new and used games purchased from our stock.

"The thoroughness of Monarch reconditioning is well known to the trade and the reputation for this service, established over a long period, is recognized wherever coin machines are operated. It has been a big factor in helping us to set sales records on

used games. Today, when used games are vital requirements, for continued operating, we enjoy the confidence of operators the nation over, thanks to the constantly guarded high standards which guide our service department," Stern said.

Parina Family Enlarged

SAN FRANCISCO.—Mary Lynn is the name of the package from Heaven that dropped into the R. A. Parina home the last of May to take her place in the household with a 4½ year old daughter the Parinas adopted in the East a year ago.

Mary Lynn was only 10 days old when she came to the Parinas but Dick has made her arrival a terrific event and now little Mary Lynn feels that the Parinas really know how to do a bang up job on receiving "bundles from Heaven."

EDITOR'S SIDE NOTE: Some of you lads might miss Dick on the golf course in the next few weeks. Remember that you once, too, walked the floor at night.)

COIN
MACHINE
REVIEW

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FOR
JUNE
1942

In July —

The REVIEW'S ANNIVERSARY and VICTORY NUMBER

With this issue THE REVIEW completes its 9th year of service to the Coin Machine Industry. During this time 108 monthly issues have been mailed to the industry's top-flight operators and NOT ONE MONTHLY ISSUE HAS BEEN MISSED. NO OTHER MONTHLY PUBLICATION IN THIS INDUSTRY CAN TRUTHFULLY MAKE THAT STATEMENT.

In July we start our 10th year of service and, as always, THE REVIEW will be issued EACH AND EVERY MONTH. To celebrate the occasion we are designating our July issue as a Gala ANNIVERSARY AND VICTORY NUMBER with special features from front cover to back cover. A bonus circulation of 500 extra copies will be given advertisers in this issue.

Deadline for this significant issue is

JULY 7th

Plant your advertising in the ONE monthly publication that adheres to a regular deadline schedule, month in and month out, year in and year out, and put your message before the buying operators of the nation by using THE REVIEW. Call our nearest office today and send copy direct to:

The COIN MACHINE REVIEW

1115 VENICE BLVD.

Fitzroy 8269

LOS ANGELES, CALIF.

CHICAGO

35 East Wacker Drive
CENTral 1112

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PORTLAND, OREGON

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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

PHONOGRAPHS & AMUSEMENT MACHINES IF YOU'VE GOT 'EM—WE BUY 'EM IF YOU WANT 'EM—WE SELL 'EM IF YOU TRADE—WE TRADE 'EM

WE HAVE ALL MODELS AND MAKES
IN STOCK FOR IMMEDIATE DELIVERY

ROCK-OLA'S SEEBURG'S WURLITZER'S MILL'S

SPECIAL BARGAINS

JENNINGS CHIEFS, new crackle
finish, 5c play.....\$ 59.50
WURLITZER TWIN 12 UNITS
with 30-wire adaptors..... 109.50
ROCK-OLA STANDARD
with 30-wire adaptor..... 149.50
BALLY HI HANDS, late models.. 159.50
SCIENTIFIC BATTING PRACTICE 129.50
BALLY CLUB BELLS, like new..... 239.50
MUTOSCOPE PUNCHING BAG,
used 4 weeks..... 210.00
WATLING FORTUNE TELLER
SCALES..... 59.50
PACE ALL STAR COMETS..... 49.50
MILLS PANORAM SOUNDIES..... 395.00
BUCKLEY BOXES (1940)..... 14.50
BUCKLEY BOXES (1941)..... 24.50
SEEBURG CHICKEN SAM'S..... 69.50

SEEBURG SHOOT-THE-SHUTES .. 89.50
MUTOSCOPE DRIVEMOBILE 189.50
MILLS JUMBO PARADES 99.50
JENNINGS LIBERTY BELLS 29.50
BALLY RAPID FIRES, new finish.. 159.50
MILLS BLUE FRONTS, club handle,
new crackle finish, 5c play..... 89.50
SEEBURG REGALS 139.50
SEEBURG CLASSIC (RC) with one
box, 1 (RC) ORGAN SPEAKER 239.50
KEENEY BOXES, new in cartons.. 12.50
MILLS VEST POCKET,
blue and gold 34.50
EXHIBIT
MERCHANTMEN DIGGERS 49.50
SEEBURG WALL-O-MATICS 27.50

WANTED TO BUY

Late Model Phonographs, Packard Pla-Mor Boxes, Seeburg Wall-O-Matic and all Types of
Arcade Equipment. Write Either Office. State Condition and Best Cash Price in First
Letter.

All Machines Reconditioned, Ready to Operate. 1/3 Cash With Order, Balance C.O.D.
Write to the Nearest Office for Complete List of All Machines.

Badger Sales Co.

1612 W. Pico Blvd.
Los Angeles, Calif.

Badger Novelty Co.

2546 North 30th St.
Milwaukee, Wisc.

SEATTLE

SEATTLE—The scene is the local navy recruiting office. Behind the desk sits Commander H. C. McNulty, with the gold braid of the best navy in the world casting off glistening light. Into the inner sanctum walks Morrie Dickinson, one of Coin Row's top flight service men. For some weeks Morrie has been conscious of a zephyr-like breeze blowing gently on the back of his neck. Upon closer examination, he discovered that his selective service board was trying to get chummy. So Morrie reasoned like this: Why be a mere private in the Army when the Navy gives ratings to specialized experts? Instead of Private Dickinson, he might be Second Class Boatswain's Mate Dickinson, or even Chief Petty Officer Dickinson.

Morrie explained that he was a coin machine electrician, that he wanted to join the navy, and was sort of wondering what kind of rating a man of his caliber would receive.

Commander McNulty smiled patiently. How many times in how many different variations had he heard that one? He put the following question to Morrie: "If you were stationed on a battleship and a magento became defective and needed repair,

would you apply the same technique that you would on a pinball game with 'tilt' showing on the backboard?"

Postscript — Seaman Morrie Dickinson will soon be swabbing decks for the fleet.

COININGS ON THE CUFF—After a year's Deccaing, Doyal Gudgel said au revoir for a national offense job (no more "defense," fellas; we're levelling both barrels now) at the Army Supply Depot's Port of Embarkation. . . . Jack Roberts is keeping Art Rupel's 30-piece route alive while Art helps keep democracy alive in the

army. . . . Signs of these strange times: Remember how the boys used to stand toe to toe and fight to a finish over choice locations? Well, to conserve tires and gasoline, the lads are consolidating their routes by trading spots.

The motorcycle bug has bit. Some observing chap discovered that a two-wheeler with riding compartment was capable of transporting a pin game, and soon after the rush was on. Milt Roumm, Jerry Steffan and A. K. Lyons laid it on the line for cycles. But their enthusiasm cooled rather quickly. After a few rides in a driving rainstorm without windshield protection, Roumm decided it was far less expensive to walk than to reserve a room in the pneumonia ward. Steffan's few odd mustache hairs were tossed into complete disarray by the whistling winds, thus ruining what little personal appearance he still retained, while Lyons re-opened an old rupture when his machine fell on him. After viewing the tragedies befalling his friends, Conservative Bob Walker purchased a bicycle. No speeding, no gas, no tires, no danger to life and limb, no nothing—but fun.

Those two ain't-it-wonderful-to-be-in-love cuties—Virginia Mattern and Joy Davis—have flown the coop at Decca for posts with the Civil Service Commission. George Schnabel had a \$4,000 cruiser and no place to go, so he went shopping for some fishing tackle. Jack Roberts, executive director of Coin Row's Fishing Advisory Council, estimated the cost at \$50, and then accompanied George on his buying tour to make sure he would get quality merchandise at low prices. George was very grateful for this service, until the bill arrived. When he saw \$150 in the total column, he had to be bailed out of his own boat and revived.

Uncle Sam cast covetous eyes on the 31 and 35 foot cruisers owned by Operators Don Waltz of Seattle and Bob Farrell of Mount Vernon. Unselfishly the boys said: "Anything you want is yours, Uncle, if it'll help end this war any quicker." Emboldened by this generous offer, the Axis' Nemesis not only acquired possession of the boats, but the services of the two operators as well. Now it's First Class Boatswain Mates Waltz and Farrell of the U. S. Coast Guard skipping their Chris-crafts on patrol duty.

Louis Karnofsky

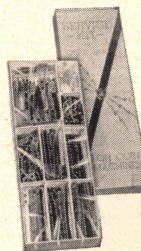
everyone's got a nickel for
BROTHER BILL
On Columbia: CHARLIE SPIVAK

PIN GAME OPERATORS!!

... GET THE

GUARDIAN SERVICE KIT

Before It's Too Late!! We
Cannot Promise Delivery If
You Delay! Buy 2, 3 or
More Right Away!!



STILL \$7.50 EACH
ONLY COMPLETE

The finest kit of electrical parts ever assembled. Has paid for itself time and again! TAKE OUR TIP—ORDER AS MANY AS YOU WILL NEED QUICK—YOU'LL THANK US!! Contains Silver Points, Leaves, Lifters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets and Copper Pig Tail Wire.

ASK FOR OUR FREE PARTS AND SUPPLIES CATALOG!

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE.
PHILADELPHIA, PA.

GET IT FROM BLOCK—THEY HAVE IN STOCK!

yes sir, it's
STRICTLY INSTRUMENTAL
On Columbia HARRY JAMES On Bluebird BOB CHESTER

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Phono Damages Awarded

LOS ANGELES—In the Municipal Court of the City of Los Angeles on June 2nd General Music Co. was given judgment for \$167.00 and court costs against a location owner who had placed a phonograph, installed by General, in the back yard of his establishment, permitting rain to fall upon it and dogs to baptize it.

Location maintained that General had been notified to remove the instrument and repair it and when no action was taken had a legal right to remove it from the premises.

Judge Jefferson, colored judge hearing the case, verbally spanked the location owner and awarded General Music the \$100.00 damages asked plus \$67.00 exemplary damages after William "Bud" Parr had testified that the phonograph smelled so badly it was impossible to bring it into the store for a few days.

"Hit Parade" Beefed

NEW YORK—"The Hit Parade", long considered unfair in its method of tabulating the ten top tunes, ran into a direct beef last month when Robbins Music wired a protest on May 5th, protesting the omission of "Don't Sit Under the Apple Tree" from the program of May 2nd.

Robbins pointed out that it had been No. 7 on the program the week before, and had rated among the three top sheet music sellers, fifth in records, and seventh in radio plugs.

Down Beat sought out the story behind the beef and American Tobacco, sponsors of the show, replied that the tune had missed by one, finishing 11th, and that this was the same system of selection that had kept "Elmer's Tune" (Robbins) on top for some weeks.

An official of the company said that this was so much malarky, "because you can travel to Chicago, from New York, by going East if you stick it out long enough."

He added that "Elmer's Tune" had sold almost 70,000 copies in the Middle West before it ever made the "Hit Parade," surprising since 70,000 copies is usually half the total sales on a hit today. He added that Feist had sold 100,000 copies of "Josephine" before the "Hit Parade" even arranged it, and pointed out that he felt their system of selection was inadequate and slow, and seemed to be based on "requests" to leaders rather than any actual mechanical sales figure.

This is not the first time this sentiment has been heard about the program. The tune was restored to the program in the following two weeks.

Badger Appoints Garrison

LOS ANGELES—William R. Happel, Jr., manager of Badger Sales Co., has appointed Roy E. Garrison of Phoenix, Arizona, representative for Charm Cabinets in that area.

Mr. and Mrs. Happel made the trip to Phoenix to make the appointment and help Roy get started with the line. While in Arizona they also called on several operators in the Tucson and Phoenix area in behalf of other equipment carried by Badger.

MUSIC

Philly Music Men Organize Nation's First Mobile Defense Unit

Ariz. Phono Tax Nixed

PHOENIX, Ariz.—In an opinion handed down on May 22nd in Maricopa County, Superior Court Judge M. T. Phelps ruled that the state of Arizona is without legal right to continue collecting as sales tax a two per cent levy on the gross incomes of music machines.

Ruling came as the finale to a suit in which H. B. Jones, local music operator, was accused of operating a string of machines without a privilege sales license from the State Tax Commission.

Deputy County Attorney Scoville gave immediate notice of appeal of the decision to the State Supreme Court. If the high court sustains the decision of Judge Phelps all operators in the state will be relieved of the necessity of paying the tax.

Phono Ban Plugged

LOS ANGELES—That Local 47, American Federation of Labor is determined to block the unrestricted use of phonograph records on automatic machines is evidenced by reports current in New York and Chicago as voiced by an article in the June 1st issue of *Down Beat*, published in Chicago.

Said the paper: "Delegates from Local 47 to the AFM Convention, to be held this month, will be instructed to make a vigorous attempt to convince the AFM representatives gathered there that some strong action is necessary to block the unrestricted use of phonograph records for commercial purposes by radio station and automatic phonograph operators."

"Local 47's Sub-Committee on Records and Transcriptions, which is fighting for the establishment of a plan by which royalties would be collected by musicians wherever their services are 're-sold but not paid for,' hoped to have a special representative at the convention. Members of the committee were circulating a petition asking Local 47's President Wallace to appoint one of their members as a special delegate to the convention as this was written."

Artists Get Heap Coin

WASHINGTON—Annual reports of the Securities Exchange Commission show the top dough being paid record recording artists. For example Bing Crosby received in excess of \$100,000 from Decca for his 1941 recording efforts.

Andrews Sisters registered with \$34,235; Jimmy Dorsey and his combo took home \$45,591; Ink Spots garnered \$22,163; Guy Lombardo didn't do bad on \$20,693 and Woody Herman was mighty pleased with his \$24,903.

On the executive side Decca big wigs fared as well. Jack Kapp, head of the firm, got \$44,285; E. F. Stevens, vice-prexy, \$42,085; and Milton Diamond, attorney, \$35,175.

PHILADELPHIA.—The cry that the phonograph industry was not doing its share for defense cannot be said of the local Phonograph Operators Association, for they have gone "all-out" to aid in selling Bonds and Stamps and also to make their machines real morale-boosters in every possible manner.

Fine illustration of the manner in which the Eastern Pennsylvania and New Jersey group went about their work was the tremendous part assigned to plugging Bond sales during the highly successful and well-attended Fifth Annual Banquet of the organization which was held on Sunday evening, May 3 at the snooty Club Bali, haunt of Philly's socialites. First act of the group was to give each guest a War Stamp saving book with \$1.00 worth of stamps already enclosed. In addition each plate contained blanks for the purchase of Bonds and toast-master business manager Jack Cade announced that several thousand dollars had been subscribed that evening.

Another recent move taken by the Phonograph Operators Association to do their all for defense is the entrance of all members and their servicemen, 155 men with trucks, pleasure cars and drivers, into the first Mobile Electrical Emergency Defense Unit formed by any industrial group in the United States. The entire membership of this unit of the Central Committee for Civilian Defense consists of Operators and their employees and covers the Eastern Pennsylvania and Southern New Jersey area, which is divided into six different districts.

Duties of the members of the Emergency Electrical Defense Unit are to function during air raids as electrical mechanics and to enter any bombed area to disconnect all live wires and eliminate fire hazards. The nerve centers from which the men will operate will function on a twenty-four hour basis and each person will be in regular contact with his district headquarters so that he can be assigned an emergency duty immediately in case of actual raids. They will wear special insignias during duty.

Head of the entire unit is Jack Cade, business manager of the Association, who was also appointed a member of the Central Committee which will control all operations in the Philadelphia area in case of actual air-raid attack. Roy Bernhardt, assistant secretary, is personnel manager. Members of the various district divisions are: 1st District—Sam Weinstein, Captain; Dave Klein, 1st Lieut., and Larry Yanks, 2nd Lieut.; 2nd District—Sam Stern, Captain; Ben Fireman, alternate, and Harry Elkins, 2nd Lieut.; 3rd District—Sam Lerner, Captain; Meyer Cowan, alternate; 4th District—William L. King, Captain; Jos-

(Turn Page)

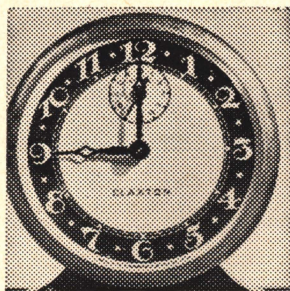
yes sir, it's
STRICTLY INSTRUMENTAL
On Columbia HARRY JAMES
On Bluebird BOB CHESTER

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

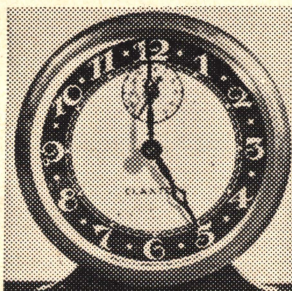
COIN
MACHINE
REVIEW

15

FOR
JUNE
1942



to



WE'RE HERE TO SERVE YOU!

Let us help you maintain your operations during the war months. Whether it be parts, repairs, used equipment or bar and wall boxes, we can help you. Then too we have the finest phonograph needle on the market. It's the

BENNETT 4000 PLAY NEEDLE

Here is a revolutionary needle that is saving operators thousands of dollars in needle costs every month. If you have not tried the BENNETT 4000 PLAY NEEDLE write today for our special introductory deal. The price will amaze you!

JACK GUTSHALL DISTRIBUTING CO.

1870 W. Washington Blvd.

ROchester 2103

Los Angeles, Calif.

eph J. Mellwig, alternate; Harry Margolis, 2nd Lieut.; 5th District—Max Margolis, Captain; Sam Snyderman, 1st Lieut.; Meyer Frank, 2nd Lieut.; 6th District—Louis Sussman, Captain; Harry Yanks, alternate, and Herman Scott, 2nd Lieut.

* * * *

New stickers of the Phonograph Operators Association, to be used on the thousands of music machines in this area, will be made-up with a patriotic motif and will also bear the inscription, "Buy Defense Bonds and Stamps".

Serviceman Morton Taub of Sam Weinstein's Mutual Music passed out cigars this month in celebration of the birth of a girl to his wife.

Local tradesmen were surprised to hear of the dissolution of the long-time partnership maintained by Dave Margolin and Joe Eisen who operated here as the Penn Coin-O-Matic Co., distributors for the Wurlitzer phonographs.

A move of another type however was taken by the equally long-time partnership of Frank Engel and Mike Spector who have purchased the Fairmore Music Co. from George Fairchild, thus increasing their holdings in this industry.

Quakeroamings: Elliott Wexler is doing a bang-up job in persuading operators to place the Charlie Spivak recording of "Brother Bill" on their machines. This time Elliott was smart and purchased the tune before beginning a promotional job. He still remembers the treatment he got

after finding "I Don't Want To Set The World On Fire". . . . Joe Mellwig is branching out into the photographic supplies business and has already made a success of one unit in what he eventually hopes will become a chain. . . . Eddie Heller, former Abe Lyman record promotion manager, secured a music machine for his Fort Eustis, Va., residence where he is serving Uncle Sammy as a private. The machine was contributed by Sam Stern in the first of what he expects to become a regular contribution to the soldiers. . . . Newest recruits from the Raymond Rosen Co. record sales force are Sam Shore, now vacationing in Alabama, and Ed Hughes, stationed at the Marine's Paris Island, North Carolina, while Dave Carmosin of the sales promotion department expects to depart shortly. Motor Parts Co. contribution to the national defense are record salesman Bill Hillenbrand and clerical worker James Drain.

Harry Bortnick

PHONOGRAPHS

Wurlitzer 616, Regular.....	\$ 57.50
Wurlitzer 616, Illuminated	79.50
Wurlitzer 24	109.50
Wurlitzer 600, Buttons.....	145.00
Wurlitzer 500	169.50
Rock-Ola Standard	130.00
Rock-Ola Monarch	89.50
Seeburg Regal	124.50
Seeburg Colonel, ES.....	299.50

Terms: 1/3 Down, Balance C. O. D.

JOHNSON MUSIC CO.

320 S. 19th

Omaha, Nebr.

everyone's got a nickel for
BROTHER BILL
On Columbia: CHARLIE SPIVAK

Gutshalls Launch 'Who Dat'

LOS ANGELES—Early in the morning, Sunday, June 7th, "Who Dat" tasted water and carried its proud parents, Mr. and Mrs. Jack Gutshall, of the Gutshall Distributing Co., on a ride around Big Bear in the California Sierras.

"Who Dat" is a brand new, beautiful speed boat, 18 foot in length, and of Kremcraft build, which the Gutshalls acquired just before they left for a month's vacation at Big Bear lake on June 6th.

"Who Dat" can easily accommodate six people, is equipped with all the accessories Jack could pour upon it, and has a car radio that gives better-than-shore music while cruising the still waters of California's inland lakes. "Who Dat" has a specially built trailer to transport it wherever the Gutshalls desire to go and all in all it's one of the trimmest outfits we've looked at in a long time.

Why the name "Who Dat" is something hundreds of the Gutshall friends will be asking in the months ahead and so to help them we give this printed explanation. "Who Dat" became a popular exclamation at the Gutshall offices and showrooms when someone piped from one of the remote corners of the establishment. So entrenched did the southern talk become that it became sort of a general answer to any question parried by anyone unseen. So even though the new cruiser bears the name "Who Dat", folks who know boats will naturally say "That isn't a question for it's really a SWELL boat!"

Jack plans on going into aquaplaning in a big way and has the necessary equipment and is ready to take his first beating. THE REVIEW offered to cover his first performances and record them on motion picture film provided we had the rights to re-sell the prints to Hal Roach, Mack Sennett, or some other comedy-producer. Jack said "No."

While at Big Bear the Gutshalls rented a cabin from Ray Reynolds who, in addition to his cabin business, has most of the coin operated devices at this popular Southern California resort.

Parr Picks 'Em

LOS ANGELES—When it comes to unusual display cards the genius of William "Bud" Parr, head of General Music in Los Angeles and San Francisco, really gives a flare.

Currently Bud is passing out a masterpiece dealing with chiselers. Says the attractive 9 x 11 inch piece: "Never Speak ill of Chiselers for God in his infinite wisdom made them. He made them the same as he made rats, snakes, lice and other despicable objects. Some day he may tell us why—but until then—we don't know."

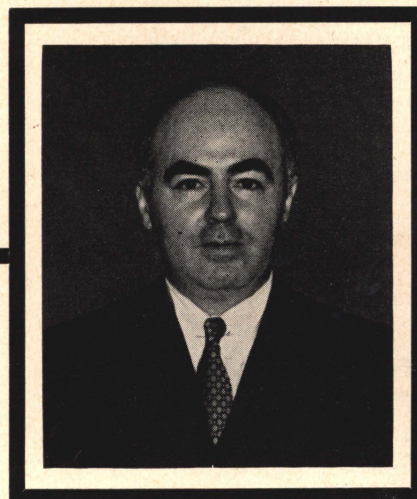
Second card, of the same size, gives 16 tips of Bar Room Etiquette which smacks of a bit of burlesque. For example, number 9 said: "Knock your ashes on the bar instead of the ash tray"; number 11: "After consuming drink, leave empty glass on bar and go to the rest room. When you return ask him what the hell he did with your drink—sometimes it works."

These clever cards are finding welcome spots and Bud is happy over the reception given them. "When better gags are offered — Parr will have 'em" might well be the slogan of General Music's prexy.

yes sir, it's STRICTLY INSTRUMENTAL

On Columbia
HARRY JAMES

On Bluebird
BOB CHESTER



A Tribute to
PAT BUCKLEY
PRESIDENT OF
BUCKLEY MUSIC SYSTEMS, INC.

GENERAL MUSIC is proud to join with the hundreds and hundreds of Music Operators in the West, and the entire nation, in thanking Pat Buckley and his Buckley Music Systems, Inc., for the finest remote control Wall and Bar Box this industry has yet developed . . . a Box that provided a new method of selling music and opened a new era of unprecedented earnings for operators everywhere.

Pat Buckley was the **FIRST** to offer the Music Operators a selective remote control Box, and although a score of others soon made their appearance, the beautifully illuminated, sparkling chrome finished Buckley unit has always held first place in operator and customer preference.

Thanks to the increased earnings made possible by the use of Buckley Boxes, Music Men are today buying more and more War Bonds than ever before and rightfully doing their share to "Keep 'Em Flying" and to bring the present conflict to an early and victorious conclusion. When once again industry returns to normalcy we know that operators everywhere can look to Buckley for the very acme in musical perfection through units that will again "lead the parade!"

We are proud to have had the honor of handling Buckley sales in this territory and it is with a deep sense of pride and gratification that we can doff our hats in this manner and pay tribute to the man behind the organization that gave us such a superior unit to offer our customers.

Buckley Boxes are still available to operators in the West and immediate deliveries are being made from limited stocks in our warehouses . . . but we ask that you do not postpone purchases too long, for when present stocks are gone replenishments cannot be made.

BUCKLEY DISTRIBUTORS

GENERAL MUSIC COMPANY

2277 West Pico Blvd., Los Angeles, Calif.

1157 Post Street, San Francisco, Calif.

CHARLES A. ROBINSON

1911 West Pico Blvd., Los Angeles, Calif.

WESTERN DISTRIBUTORS

3126 Elliott Ave., Seattle, Wash.

WILLIAM CORCORAN, Pacific Coast District Manager for Buckley Music Systems, Inc.

COIN
MACHINE
REVIEW

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FOR
JUNE
1942

The Swing Is Definitely to the BENNETT 4000 PLAY NEEDLE —AND HERE IS WHY:

BUCKNAM DISTRIBUTING CO.

941 Seventh Avenue

San Diego, Calif.

Mr. W. E. Simmons,
Hollywood, Calif.
Dear Mr. Simmons:

After giving the Bennett needle a good test we are convinced it is the best needle on the market.

We are very much interested in distributing this needle. If it can be arranged you will receive our order on receipt of your reply.

Very truly yours,
(Signed) G. M. Bucknam

IF YOU HAVEN'T TESTED THE BENNETT NEEDLE DO SO NOW!! You, too, will find that the BENNETT NEEDLE is unequalled in performance and economy. And, incidentally, Bucknam has been appointed distributor for the San Diego area and is now carrying a stock of the Bennett Needle.

WRITE FOR PRICES TODAY

Distributorships in a few Western areas are still open. If the needle is not on sale in your territory write for distributor's proposition.

W. E. SIMMONS

1025 N. Highland Ave.
HOLLYWOOD, CALIF.

DISTRIBUTOR FOR BENNETT NEEDLE IN 11 WESTERN STATES

Permo Offers Needle Helps

CHICAGO.—Now that a great number of phonographs of years back are being returned to service it behooves the music operator to check closely on pick-up pressure to eliminate unnecessary wear on phonograph records which will now have a tendency to wear out even sooner with ordinary pick-up pressure due to the reduction in the use of shellac.

E. C. Steffens of Permo Products Corp., offers the following suggestions to operators:

Magnetic Pick-Ups—Examine the needle holder rubber bushings and damping pads for stiffness. If they have become old and dry, they should be replaced. The armature should also be carefully centered between the pole pieces. The manufacturer should supply these parts or should service the pick-up at a nominal cost.

Crystal Pick-Ups—Crystal pick-ups that have been in service for more than a year should be carefully examined for needle compliance. In other words, when the needle is tightly secured in the holder, it should move freely a few thousands of an inch in either direction. Since crystal cartridges must be factory serviced, it is suggested that defective or faulty pick-ups be returned to the manufacturer for repairs or replacement.

Needle Pressure—Manufacturers several years ago utilized needle pressure as high as four to five ounces, however, this pressure has been reduced in more recent instruments. With the phonograph at rest, the needle pressure may be determined by

the use of a small spring-type postal scale hooked under the needle screw. In the event that the downward pressure is over two and one-half ounces and assuming that the pick-up head is in good condition and has proper compliance, additional weight of sufficient value can be added to the present counter weight of the pick-up arm to reduce the pressure. The weight should

be adjusted to a point where the downward pressure is two to two and one-half ounces. This reduction in needle pressure will greatly extend the life of both needle and record.

Caution—After an additional counter weight has been added to the pick-up arm, the tripping or cut-off mechanism should be carefully observed during its operation to be sure the cut-off mechanism properly actuates. It may be necessary to clean and otherwise free the tripping parts until they operate freely. The pick-up arm supporting bearings should be cleaned and oiled so that the arm will move across the record freely.

Needles—In the event that excessively worn records or records made from more abrasive materials are used, it is suggested that the Permo elliptical type needle be reversed at more frequent intervals than normal in order to more nearly equalize excessive wear.

Important—There has been no change whatsoever in the quality or quantity of the precious metal tip, other material or workmanship in the manufacture of Permo Point Needles. Therefore, under like conditions the same high standard satisfactory performance should be realized therefrom as in this past.

Any substitute of a more abrasive material in the manufacture of records will unavoidably shorten the life of any needle and also the record. Therefore, if excessive wear to either the needles or records should be experienced, corrective measures, such as suggested above, should be employed.

Browne Buys Home

CHICAGO.—Burton Browne, president of the advertising agency of that name, has just purchased a new home on Milton Avenue in suburban Glencoe. He also maintains a summer home in Wisconsin.

Browne handles the advertising of the Permo Products Corporation.

yes sir, it's
STRICTLY INSTRUMENTAL
On Columbia **HARRY JAMES** On Bluebird **BOB CHESTER**

BADGER'S SPEAKER BARGAINS

PACKARD PLA-MOR Model 600 SPEAKERS.....	\$79.50
ROCK-OLA MODERNE SPEAKERS	59.50
GLAMOUR DE LUXE WALL SPEAKERS.....	59.50
KLEER-TONE ILLUMINATED SPEAKERS with 12-in. P.M.....	23.50
KLEER-TONE ILLUMINATED CABINET (Only).....	17.50
ACME ILLUMINATED SPEAKERS, with 12-in. P.M.....	22.50
BADGER WALNUT CABINET SPEAKER, with 10-in. P.M.....	9.95
SEEBURG (RC) ORGAN SPEAKERS (Used).....	24.50

SPECIAL WHILE THEY LAST

NEW JENSEN 12-IN. P. M.
SPEAKERS IN CARTONS

\$5⁹⁵
EACH

WRITE TO THE NEAREST OFFICE FOR COMPLETE LIST

BADGER SALES CO.
1612 W. Pico Blvd.
LOS ANGELES, CALIF.

BADGER NOVELTY CO.
2546 N. 30th St.
MILWAUKEE, WIS.

everyone's got a nickel for
BROTHER BILL
On Columbia: CHARLIE SPIVAK

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

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FOR
JUNE
1942

WHAT'S NEW

—with the Music Publishers

UP THE ALLEY

NEW YORK—Straight from the horses mouth is the new song "The Army Goat, the Navy Mule and the Kick of the Kangaroo." Song was written by Private Al Frisch, now stationed at Fort Dix, New Jersey. Lyric sings the praises of the mascots of our fighting forces, and those of our Australian ally.

Noni Bernardi and Remus Harris' "Moon at Sea" will be published in Chicago by Glenmore Music. Kay Kyser introduced the song as a tribute to Bernardi who plays in his band.

The stirring tune, "Fighting Sons of the Navy Blue," is taking its place alongside "Anchors Aweigh" as a favorite among American sailors who man the guns and swab the decks of U. S. Navy ships and bids fair to become the number one Navy song of World War II. Vanguard Songs, Inc., in Hollywood published the number.

Another recording of "Nightingale" has been released featuring Vaughn Monroe and his Orchestra. Everyone around New York who has heard it is raving about Vaughn's swell arrangement. It will be in the nation's music machines shortly.

Harry Goodman, now in the army's morale division, is handling band equipment and personnel.

"This Is God's War" is the name of a new number from Associated Music Publishers and inspired by Carl Byoir's poem "Joe Louis Named the War" in Colliers.

Hal Gordon has joined the professional staff of Santly-Joy-Select in New York . . . Walt Bishop, scripter of "Devil Sat Down and Cried" and "Shhh, It's a Military Secret," has a new one called "Quick, Watson, The Rhythm." . . . Duke Morgan, who penned "Kiss Me Baby on the Down Beat," has collaborated with Joe Howard and Noah M. Thompson on a new tune, "Go Get 'Em." . . . Larry Taylor has joined the Martin Block Music firm . . . and John Vafides debuts as a New York publisher with his own tune "Let Freedom Sing."

Sidney Kornhiser is backing "One Dozen Roses" and "The Waltz of Memory" for Famous Music. Crosby and half a dozen others have recorded both ditties.

World Melodies is giving a big push to two new songs by Jimmy Kennedy and Jimmy Nolan, entitled "St-St-St-Stella" and "Am I Too Late?"

Kay Kyser is featuring "Somewhere Sometime" written by Bill Hampton and George Dunning, and published by Beverly Music Co.

Wrightman in Chicago is publishing a new one, "Waltzing in Heaven", by Bob Mallory, Elizabeth Baker and Neale Wrightman.

The five sons of Irving Mills have dashed off a new service song to be titled "Don't Say No to the USO." Information is that the USO has accepted it as a campaign song and is plugging it in conjunction with

its present thirty-two million dollar drive. The five Mills boys are all in the armed forces. Daddy Jack, head of Mills Music, Inc., will publish the number.

Paramount Music has signed an exclusive deal with Vaughn Monroe entitling them to an ex. on anything turned out by him or his arranging staff.

"Miss Americana" by Caesar Petrillo and Michael F. Mangus is being published in Chicago by Forster Music.

Broadway Music reports that the United States Flag Association has placed its approval on "Wave That Flag, America," written for Flag Week by Phelps Adams and Howard Acton and published by Broadway.

Braun Music is getting ready to offer "It's Too Late Now" by songwriters Billy Hays, Frank Capano and Mort Berk.

—The Alley Cat

"Silvery Moon" Comeback

NEW YORK.—After a lapse of over thirty years the Remick organization is once again getting behind the Gus Edwards old favorite "By the Light of the Silvery Moon."

Current interest in the song has in a large part been stimulated by the tremendous sale of the Ray Noble release by Columbia. The number is being reprinted with a modern title page. With the slogan, "It's Moon For June", Johnny White's professional gang, with the collaboration of Moss Gumble of the Standard Department, are lining up some important "air shots" for the coming month.

Exclusive Has New Tune

HOLLYWOOD.—"From Twilight 'Till Dawn" is the name of a dandy new foxtrot by Leon Rene, published and recorded by Exclusive. Recording of the number features Ceelle Burke's Orchestra with the 3 Shades and 4 Dreamers. Burke's orchestra is currently pounding out intoxicating music at Bal Tabarin.

Number is a slow, haunting foxtrot with unusual appeal and seems destined to go places on automatic phonographs. Rene is the composer of several hit numbers including "Dreamboat" and "When the Swallows Return to Capistrano."

Song Suggests Buttoned Lip

NEW YORK.—Edward B. Marks Music Corp. has taken over a new song with a timely title, "Shut My Mouth—I Ain't Talking."

Song is a musical plea for those who have any war information to button up their lips. Tune was penned by vocalist Francis Faye, who will feature it in "Headliners of '42", Chicago's version of the vaudeville craze that is sweeping the country. Records will be ready soon.

Mrs. Berlin USO Bigwig

NEW YORK.—The music business figures in the current USO program for a bit of publicity. The publicity chairman for this area is Ellen MacKay Berlin, wife of song-writer Irving Berlin.

Review Musical Popularity Poll

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

JUNE, 1942

On Phonographs—

1. Don't Sit Under the Apple Tree (Robbins)
2. Tangerine (Famous)
3. Johnny Doughboy Found a Rose In Ireland (Chappell)
4. Jersey Bounce (Lewis)
5. Somebody Else Is Taking My Place (Shapiro-Bernstein)
6. Sleepy Lagoon (Chappell)
7. One Dozen Roses (Famous)
8. Three Little Sisters (Santly-Joy-Select)
9. I Don't Want to Walk Without You (Paramount)
10. Who Wouldn't Love You.

On Wired Music—

1. Don't Sit Under the Apple Tree (Robbins)
2. Tangerine (Famous)
3. Sleepy Lagoon (Chappell)
4. Johnny Doughboy Found A Rose In Ireland (Chappell)
5. Jersey Bounce (Lewis)
6. One Dozen Roses (Famous)
7. Who Wouldn't Love You
8. Somebody Else Is Taking My Place (Shapiro-Bernstein)
9. I Don't Want to Walk Without You (Paramount)
10. Skylark (Mayfair)

On Radio—

1. Johnny Doughboy Found a Rose In Ireland (Chappell)
2. Don't Sit Under the Apple Tree (Robbins)
3. Jersey Bounce (Lewis)
4. Sleepy Lagoon (Chappell)
5. Skylark (Mayfair)
6. Tangerine (Famous)
7. One Dozen Roses (Famous)
8. Sweet Eloise (Shapiro-Bernstein)
9. Nightingale (Marks)
10. I Threw A Kiss In The Ocean (Berlin)

Best Selling Sheet Music—

1. Don't Sit Under the Apple Tree (Robbins)
2. Johnny Doughboy Found A Rose In Ireland (Chappell)
3. Jersey Bounce (Lewis)
4. Sleepy Lagoon (Chappell)
5. One Dozen Roses (Famous)
6. I Don't Want to Walk Without You (Paramount)
7. Tangerine (Famous)
8. Somebody Else Is Taking My Place (Shapiro-Bernstein)
9. Skylark (Mayfair)
10. Three Little Sisters (Santly-Joy-Select)

Best Selling Records—

1. Don't Sit Under the Apple Tree (Robbins)
2. Three Little Sisters (Santly-Joy-Select)
3. Jersey Bounce (Lewis)
4. Tangerine (Famous)
5. One Dozen Roses (Famous)
6. Sleepy Lagoon (Chappell)
7. Who Wouldn't Love You
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9. Skylark (Mayfair)
10. I Don't Want to Walk Without You (Paramount)

COIN
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REVIEW

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FOR
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1942

everyone's got a nickel for
BROTHER BILL
On Columbia: CHARLIE SPIVAK

yes sir, it's
STRICTLY INSTRUMENTAL
On Columbia
HARRY JAMES
On Bluebird
BOB CHESTER

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

- 5★ **EXTRA GOOD.** Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.
4★ **VERY GOOD.** Possessing universal appeal. Suitable for any type of location.
3★ **GOOD.** Suitable for rounding out balanced

programs. Numbers fading in popularity.

ABBREVIATIONS

Initials preceding record numbers indicate labels, thusly: B—Bluebird; C—Columbia; D—Decca; O—Okeh and V—Victor.
FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

4 STAR

- B-11521 Bob Chester
MOONLIGHT BAY (FT VC)
TANNING DR. JEKYL'S HYDE (FT)
C-36595 Horace Heidt
POUND YOUR TABLE POLKA (FT VC)
THE MEM'RY OF THIS DANCE (FT VC)
C-36594 Benny Goodman Sextet
THE WANG WANG BLUES (FT)
THE WAY YOU LOOK TONIGHT (FT VC)
C-36568 Horace Heidt
LITTLE BO-PEEP HAS LOST HER JEEP (FT VC)
I THREW A KISS IN THE OCEAN (FT VC)
C-36581 Kate Smith
AFTER TAPS (V)
HERE YOU ARE (V)
C-36586 Dick Jurgens
HAPPY IN LOVE (FT VC)
ON ECHO HILL (FT VC)
C-36592 Tommy Tucker
THE LAST CALL FOR LOVE (FT VC)
HEAVENLY, ISN'T IT? (FT VC)
D-18360 Bing Crosby
MARY'S A GRAND OLD NAME (V)
THE WALTZ OF MEMORY (V)
D-18361 The Merry Macs
JINGLE JANGLE JINGLE (V)
CHEATIN' ON THE SANDMAN (V)
D-18355 Bob Crosby
IT'S A LONG, LONG WAY TO TIPPERARY (FT)
SWEETHEARTS ON PARADE (FT)
D-18356 Woody Herman
THE STORY OF A STARRY NIGHT (FT VC)
JUST PLAIN LONESOME (FT VC)
D-18358 Ambrose
OASIS (FT)
SOMETHING TO REMEMBER YOU BY (FT VC)
D-18346 Woody Herman
AMEN (FT VC)
DELIVER ME TO TENNESSEE (FT VC)
D-18351 Gertrude Niesen
TEMPTATION (V)
BODY AND SOUL (V)
D-18314 Woody Herman
WE'LL MEET AGAIN (FT VC)
THERE ARE RIVERS TO CROSS (FT VC)
D-18316 Bing Crosby
I'M THINKING TONIGHT OF MY BLUE EYES (V)
I WANT MY MAMA (V)
D-18297 Deanna Durbin
ANNIE LAURIE (V)
POOR BUTTERFLY (V)

- V-27871 Wayne King
DON'T TELL A LIE ABOUT ME, DEAR (W)
BE BRAVE, BELOVED (FT VC)
V-27876 Tommy Dorsey
MOONLIGHT ON THE GANGES (FT)
SNOOTIE LITTLE CUTIE (FT VC)
V-27878 Freddy Martin
MY GAL SAL (FT VC)
ON THE BANKS OF THE WABASH (FT VC)
V-27873 Glenn Miller
AMERICAN PATROL (FT)
SOLDIER LET ME READ YOUR LETTER (FT VC)
3 STAR

- B-11523 Barry Wood
JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND (V)
PUT-PUT-PUT (V)
B-11527 Carson Robison
THE STORY OF JITTER-BUG JOE (V N)
IT'S JUST A MATTER OF TIME (V N)
C-36596 Charlie Spivak
BROTHER BILL (FT VC)
ELEGY (FT)
C-36597 Orrin Tucker
THERE ARE RIVERS TO CROSS (FT VC)
NIGHTINGALE (FT VC)
C-36598 Gene Autry
RAINBOW ON THE RIO COLORADO (HB V)
PRIVATE BUCKAROO (HB V)

- C-36587 Gene Autry
TWEEDLE-O-TWILL (HB V)
TAKE ME BACK INTO YOUR HEART (HB V)
D-18362 Jimmy Dorsey
WONDER WHEN MY BABY'S COMING HOME (FT VC)
ON ECHO HILL (FT VC)
D-18363 Charlie Barnet
SMILES (FT)
THAT REAL ROMANCE (FT VC)
D-18354 Bing Crosby
GOT THE MOON IN MY POCKET (V)
JUST PLAIN LONESOME (V)
D-18357 Woody Herman
DON'T TELL A LIE ABOUT ME, DEAR (FT VC)
WHISPER THAT YOU LOVE ME (FT VC)
D-6048 Red Foley
I'M LOOKING FOR A SWEETHEART (HB V)
IS IT TRUE? (HB V)
D-6050 Denver Darling
MY CHEROKEE MAIDEN (OT V)
THERE WAS A TIME (OT V)
D-4319 Stan Kenton
EL CHOCLO (FT)
REED RAPTURE (Sax Quintet FT)
D-6046 Sons of the Pioneers
I'M CRYING MY HEART OUT OVER YOU (HB V)
HOW WAS I TO KNOW (HB V)
D-18319 Andrews Sisters
THREE LITTLE SISTERS (V)
BOOLEE BOOLEE BOON (V)
D-18320 Judy Garland
POOR YOU (V)
THE LAST CALL FOR LOVE (V)
D-18231 Tony Martin
ANYWHERE ON EARTH IS HEAVEN (V FT)
AFTER TAPS (V FT)

(Continued on Page 22)

COIN
MACHINE
REVIEW

20

FOR
JUNE
1942

everyone's got a nickel for
BROTHER BILL
On Columbia: CHARLIE SPIVAK

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

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Eastern Company
620 Memorial Dr., Cambridge

MILWAUKEE, WIS.
Taylor Electric Co.
112 North Broadway

NEWARK, N. J.
Krich-Radisico, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

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Southern Wholesalers, Inc.
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BLUEBIRD
RECORDS**



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needles and buy
Defense Stamps
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1 TO 12, 25¢ EA. - 13 TO 99, 23¢ EA. - 100 UP, 20¢ EA.

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

VICTOR

Get in
the Money
with Music's Big
Money-
makers

LEO J. MEYBERG CO.

RECORDS

LEADING THE "HIT PARADE"

VICTOR

27873—American Patrol Glenn Miller	27881—One Dozen Roses Dinah Shore
27869—Not So Quiet Please Tommy Dorsey	27878—My Gal Sal Freddy Martin

BLUEBIRD

11433 Tangerine Vaughn Monroe	11531 Little Bo-Peep Has Lost Her Jeep Spike Jones
----------------------------------	--

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . 70 Tenth Street

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

PERMO'S *Advice To . . .* *Coin Phonograph Operators*

In view of the necessity for using existing records beyond their normal life and because some record manufacturers have found it necessary to utilize substitute materials which greatly increase the wear of records and needles, the following corrective measures comply with the well-established fact that record and needle wear is proportional to the vertical needle pressure applied to the record and the compliance factor (relative stiffness) of the pick-up.

Suggestions for Extending the Life of Needles and Records

— PICK-UPS —

Magnetic Pick-ups. Examine the needle holder rubber bushings and damping pads for stiffness. If they have become old and dry, they should be replaced. The armature should also be carefully centered between the pole pieces. The manufacturer should supply these parts or should service the pick-up at a nominal cost.

Crystal Pick-ups. Crystal pick-ups that have been in service for more than a year should be carefully examined for needle compliance. In other words, when the needle is tightly secured in the holder, it should move freely a few thousandths of an inch in either direction. Since crystal cartridges must be factory serviced, it is suggested that defective or faulty pick-ups be returned to the manufacturer for repairs or replacement.

— NEEDLE PRESSURE —

Manufacturers several years ago utilized needle pressures as high as four to five ounces, however, this pressure has been reduced in more recent instruments. With the phonograph at rest, the needle pressure may be determined by the use of a small spring-type postal scale hooked under the needle screw. In the event that the downward pressure is over two and one-half ounces and assuming that the pick-up head is in good condition and has proper compliance, additional weight of sufficient value can be added to the present counter weight of the pick-up arm to reduce the pressure. The weight should be adjusted to a point where the downward pressure is two to two and one-half ounces. This reduction in needle pressure will greatly extend the life of both needle and record.

— CAUTION —

After an additional counter weight has been added to the pick-up arm, the tripping or cut-off mechanism should be carefully observed during its operation to be sure the cut-off mechanism properly actuates. It may be necessary to clean and otherwise free the tripping parts until they operate freely. The pick-up arm supporting bearings should be cleaned and oiled so that the arm will move across the record freely.

— NEEDLES —

In the event that excessively worn records or records made from more abrasive materials are used, it is suggested that the Permo elliptical type needle be reversed at more frequent intervals than normal in order to more nearly equalize excessive wear.

— IMPORTANT —

There has been no change whatsoever in the quality or quantity of the precious metal tip, other material or workmanship in the manufacture of Permo Point Needles.

Therefore, under like conditions the same high standard satisfactory performance should be realized therefrom as in the past.

Any substitute of a more abrasive material in the manufacture of records will unavoidably shorten the life of any needle and also the record. Therefore, if excessive wear to either the needles or records should be experienced, corrective measures, such as suggested above, should be employed.

REMEMBER — WORN RECORDS OR ABRASIVENESS OF RECORD MATERIALS
WILL DEFINITELY AFFECT NEEDLE LIFE

PERMO PRODUCTS CORPORATION

6415 RAVENSWOOD AVENUE

CHICAGO, ILLINOIS

COIN
MACHINE
REVIEW

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FOR
JUNE
1942

D-18323 Leo Reisman
I GOT PLENTY OF NUTTIN' (FT VC)
BESS YOU IS MY WOMAN (FT VC)

D-18324 Jimmy Lunceford
I'M GONNA MOVE TO THE OUTSKIRTS OF
TOWN, PART I (FT VC)
I'M GONNA MOVE TO THE OUTSKIRTS OF
TOWN, PART II (FT VC)

D-18312 Andrews Sisters
AT SONYA'S CAFE (V FT)
DON'T SIT UNDER THE APPLE TREE (V FT)

D-6044 Jimmie Davis
THE END OF THE WORLD (OT V)
YOU'RE BREAKING MY HEART (OT V)

V-27874 Sammy Kaye
DO IT NOW (FT VC)
LALAPALUZA LU (FT)

V-27875 Dinah Shore
THREE LITTLE SISTERS (V)
SLEEPY LAGOON (V)

Phono Aids Enlistments

HOUSTON (RC)—More than 40 music operators enjoyed a chicken supper and social meeting on the evening of May 20th at Southern Select Beer warehouse in Houston. Operators Sam Ayo, Lester Hearn, Albert Reese paid for all the eats and drinks. Galveston-Houston Breweries, as usual, furnished the hall free and sold and prepared all the drinks and eats at actual cost.

Several problems concerning the war and phonograph operating were discussed informally. General opinion now is that music operators will fare as well, if not better, than most other small business men.

An automatic phonograph had a part in recruiting the famous "Admiral Nimitz Unit" which was recently sworn into the U. S. Navy. Chief Yeoman J. A. Potts of

Houston Naval recruiting office had the idea for recruiting an Admiral Nimitz unit from the hills country section in Texas where the present Pacific Fleet Commander was born and spent his boyhood days.

The recruiting officers with an automatic phonograph traveled in a station wagon and held rallies in several towns. 208 recruits were accepted in 30 days. The phonograph furnished music for dancing that followed each rally.

Rallies were held in Fredericksburg, Kerrville, New Braunfels, Boerne, Bandera, Junction, San Marcos. Admiral Nimitz was born at Fredericksburg and later his family moved to Kerrville where he lived until appointed to the United States Naval Academy.

J. G. W.

Unknown Gets "Break"

NEW YORK.—One gentleman along Tin Pan Alley who is famous for giving "unknown" songwriters their first "break", is Joe Davis. When no other publisher would pay any attention to them or show them enough courtesy to listen to their compositions, Joe Davis would always find time to talk with the "unknown" and offer him suggestions and encouragement. In that way, he discovered and started on their way to fame such now well-known composers as Freddie Grofs, Harold Arlen, Victor Arden, Fletcher Henderson, Reginald Foresythe, Rube Bloom and innumerable others.

Today, in his new enterprise as head of Beacon Records, Joe Davis hopes to again act as the discoverer of new and deserving recording talent. Joe, in cooperation with radio stations throughout the country, will hold polls in which the public will be asked to suggest the names of

singers, orchestras, and other entertainers, who they feel are deserving of a recording contract, but who have never made any records to date. Joe will audition all the talent brought to his attention in this manner, and those who he believes have recording talent will be given contracts to record for his Beacon Records.

Davis' first Beacon Recording of "This Will Be A Lonesome Summer", coupled with "Indiana Blues", and sung by CBS singer, Jerry Wayne, is a best-seller and a music-box favorite. Incidentally, this marks the recording debut of Jerry Wayne, a singer who Joe Davis feels has a very bright future.

BADGER'S PERFECT-POINT PHONOGRAPH NEEDLES



The PERFECT 2000 PLAY NEEDLE. Badger's 2000 Minimum Play and 5000 Maximum Play Needle is easy on your records. Perfect Tone Reproduction. A Tip that's made to fit the groove. Everything you want in a phonograph needle at prices that are right.

SAMPLE: 25c, 25 or more: 20c
Lots of 1000, write for Special Price.
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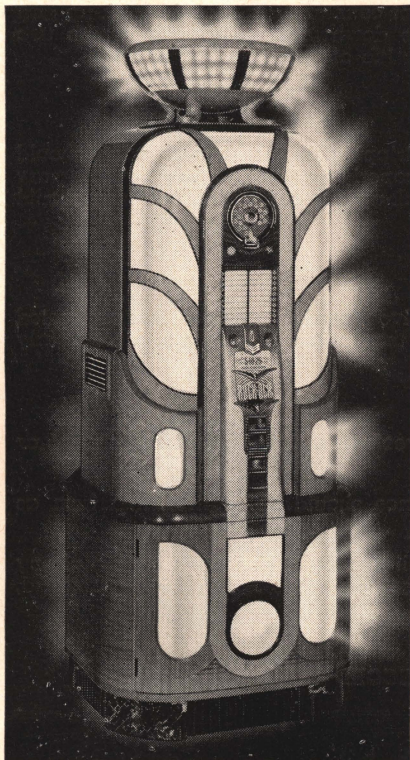
22

FOR
JUNE
1942

yes sir, it's STRICTLY INSTRUMENTAL

On Columbia
HARRY JAMES

On Bluebird
BOB CHESTER



We are proud to announce that we are now in a position to offer the Music Operators of the extreme southern part of California the world famous

ROCK-OLA

line of musical instruments and accessories. We now have on display in our showrooms the 1942 ROCK-OLA PRESIDENT (illustrated at the left), the 1942 ROCK-OLA PREMIER and the complete line of speakers, bar and wall boxes and remote control equipment.

In addition you will find a complete line of Wired Music lock-out bar boxes and Wired Music cabinets.

We invite you to visit our showrooms and examine this superior line of equipment today!

AUTOMATIC AMUSEMENT CO.

744 FOURTH AVENUE

Phones: Main 9316 or Franklin 2343

SAN DIEGO, CALIF.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Announcing —

The Appointment of **AUTOMATIC MUSIC COMPANY**

(HARRY GORDON)

744 Fourth Avenue

San Diego, Calif.

(Temporary Office)

as San Diego Sales Headquarters for

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U. S. Defense
Bonds & Stamps

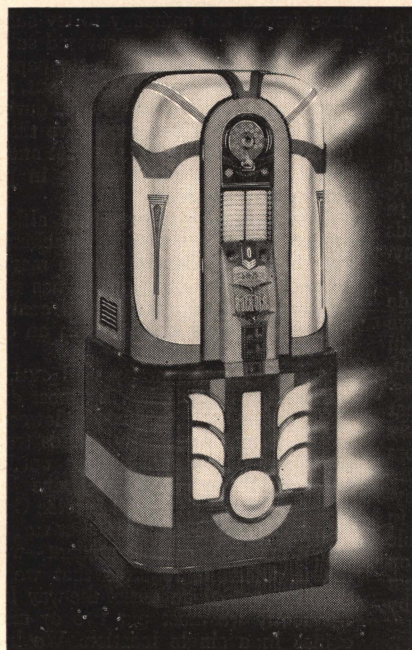
ROCK-OLA

BUY
U. S. Defense
Bonds & Stamps

PHONOGRAPHS AND REMOTE CONTROL EQUIPMENT

Operators in the San Diego area are cordially invited to visit the showrooms of Harry Gordon, where the complete line of spectacular ROCK-OLA Music Equipment for 1942 is on display.

The display is complete and includes the following outstanding numbers . . . PRESIDENT, PREMIER, and COMMANDO model Phonographs . . . TONE-OLIER Floating Cloud Ceiling Speaker . . . 5-10-25c DIAL-A-TUNE Wall and Bar Boxes with TRIPLE COIN ENTRY (like a pay phone box) . . . also a complete line of WIRED MUSIC Cabinets and Wired Music Lockout Wall and Bar Boxes.



See Us Now While Our 1942 Factory Allotment Is Still Available for Immediate Delivery

- **LOW PRICES**—We have that DEAL you have been looking for!! Now you can buy a new 1942 Rock-Ola Premier equipped for remote control, for practically the same money you spend for late model used ordinary phonographs.
- **LIBERAL TERMS**—We can give you the kind of terms you have been waiting for . . . terms which permit you to pay out of earnings from the average location.
- **LIBERAL TRADES**—The present time allows us to give you the HIGHEST PRICE AVAILABLE for your used phonographs!! On Three BEAUTIFUL NEW Rock-Ola Phonographs — PREMIER — PRESIDENT — COMMANDO. You can definitely profit at this time by Trading with US.
- **PROVEN QUALITY!!**—Ask the Man who has already taken delivery on Two Carloads (90) PREMIERS—along with numerous 5-10-25c Wall and Bar Boxes . . . FRANK NAVARRO . . . who says "I am certainly pleased with the Flawless performance of the new Rock-Olas, and want to congratulate the factory on the adaptability of any brand of remote control Wall or Bar Boxes to the new Rock-Ola 5 and 24 wire terminal hook-up. The reception of the new Rock-Ola PREMIER by my location owners is best ever".
- **IMMEDIATE DELIVERY**—Now is the time for foresight, when delivery can still be made. It will be a long long time before new equipment can be manufactured again. See us NOW while our allotment lasts!!

YES!!

WE'LL BE HERE FOR THE DURATION—TO SELL AND SERVICE ROCK-OLA PRODUCTS AS ALWAYS!!

EXCLUSIVE ROCK-OLA DISTRIBUTORS FOR SOUTHERN CALIFORNIA AND NEVADA

Jean J. Minthorne

Parkway 1179

2920 West Pico Blvd.

LOS ANGELES, CALIF.

COIN
MACHINE
REVIEW

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FOR
JUNE
1942



Here is proof that the scrap record trade-in program launched by RCA Victor is bringing results. This Milwaukee Journal picture was taken at the Taylor Electric Co. where Miss Ruth Harris is shown behind a stack of approximately 50,000 records. All of the records shown were turned in by users to be melted so that the shellac may be salvaged.

General Music Grows

LOS ANGELES.—It was only four short years ago when the first office of General Music Co. was opened in Los Angeles and since then, with an additional office in San Francisco, has grown to one of the leading musical distributing organizations in the country.

Presided over by Bud Parr, who manages the Los Angeles office, today General offers music operators of the West the acme in service and attention to even the smallest request. Huge stockrooms in San Francisco and Los Angeles are packed with supplies for music men such as tubes, parts for all models and used equipment of every type. General has anticipated the operator's requirements for many months to come and has made huge purchases in all parts of the country so as to be able to take care of any requirements an operator might have.

Parr is a veteran in the coin machine business having started as an operator in San Francisco more than 12 years ago and served an apprenticeship in sales and servicing under Charlie Fey, inventor and grand old pioneer of the industry. Ernie Brennan, popular manager of the San Francisco branch, can brag of 15 years spent in all branches of the industry and is currently putting his knowledge to good use in counseling with Northern California operators and aiding them in their operating problems.

All in all General Music has made a shining place for itself in the coin machine industry in the West and the respect and bountiful patronage accorded it by western music men shows the esteem held for the firm and its business principles.

Neumann In Army

SAN FRANCISCO.—Fred Neumann, who has had the northern California Rock-Ola representation for his Rex Vending Co. for a number of years is now in the United States Army.

Neumann, formerly a glider instructor in the German Army according to information received by THE REVIEW, is now handling the same chore for Uncle Sam.

Monarch Sounds Warning

CHICAGO—"We at Monarch have made every effort to stock large quantities of every type equipment, both brand new in original crates and fine reconditioned," declared Roy Bazelon and Al Stern of Monarch Coin Machine Co. when interviewed by a REVIEW representative.

"We have gone to great lengths to obtain the diversified type machines on hand here for immediate shipment, but nevertheless, we are not holding any games for higher market values which will be prevalent in our estimation within thirty days," they continued. "For operators to be panic-stricken at the thought of equipment shortage is as bad as being over cautious in present day purchases, one thought leads to excessive buying, the other to not buying enough.

"Although heavy inroads are being made on both our new and used game stocks, we have sufficient reserves to assure all coin machine men of a highly varied selection. Fortunately, we have not found it necessary yet to increase our prices to any great extent. The situation, however, is obviously becoming more serious and those operators who have not made their present or future purchases as yet will undoubtedly be paying much more for machines very early in the near future. It is therefore advisable for all coin men who intend carrying on operations for the duration to insure against price increases and material shortages by ordering now.

"The law of survival of the fittest will prevail in operating during the coming months. We therefore urge coin men to prepare themselves with reliable equipment purchased from reliable distributors. We all know that there are opportunities now and now only to strengthen operating positions in the field and to prepare for wider

and more profitable activity when the war is over.

"Barring unforeseen complications, we will be in a position to assist operators in obtaining any and all types equipment for many months to come by our foresight-ness in stocking large amounts of equipment we now have on hand, which in our estimation proves conclusively to all coin men that we firmly believe in the continuation of this industry under all hazards.

"In closing, our final thought to every clear thinking operator is to visualize and anticipate the needs of his operation, which is vital to the well-being of his business now, and for the duration."

Transportation of anything but war materials is of necessity set aside for indefinite delivery. Therefore it is of vital importance that operators consider transportation of equipment to be the major problem that it is and protect themselves by ordering early, allowing plenty of time for delivery, so that the machines they want will be on hand when they want them.

KANSAS CITY

KANSAS CITY.—Cutting down tire, gas and general truck and service car mileage continues to be the big subject of concern to Missouri Valley coin machine operating firms as summer operation gets into full swing.

From the coin machine manufacturing and renewing standpoint, materials take the spotlight as stocks in many plants and shops begin to run short without much hope of replacement in the original brackets.

A good example in the latter case is the Universal Manufacturing Co. According to Sales Promotional Manager Herman, of this firm, war shortages of certain papers have forced the company to try substitutes and in so doing have uncovered substitutes better for the purpose than the papers originally used. As Herman points out, many of these substitute materials are, during normal times, much less expensive than those used by the Industry in the past and should result in a post-war lowering in price of many operator needs.

Universal also reports that although it ordered large amounts of machinery last year in anticipation of a rush market this year, most of the equipment has not been delivered and the factory will continue its policy of 24-hour operation in an effort to keep up with orders.

Russell Thomas pretty well outlines the action now being taken by most coin machine operators in this area to lower operating costs and drastically reduce truck and service car mileage. "We're cutting our mileage 25 per cent," explains Thomas, manager of the Cigarette Service Company. "And by this I don't mean that we're trying to cut our mileage that amount—we're doing it. Often it requires that we take a machine out of an out-of-the-way location, frequently we must put two or more machines in a single location. We have cut down service calls to a minimum of two a week and the vast majority of our locations are serviced only once a week. The less profitable locations are being cut out all together."

The most encouraging development along this line comes from a rural Kansas area. Recently all the operators in a dozen adjoining counties there met with the end in view of dividing up their locations so that each would service a single concentrated area and thus eliminate the necessity for traveling great distances between locations. Although the agreements of this group have

everyone's got a nickel for
BROTHER BILL
On Columbia: CHARLIE SPIVAK

not yet been completed, it is indicated that some such plan will shortly be adopted. Since many operators in that area now travel an average 1,000 miles per week the plan is getting a lot of attention and consideration throughout the State.

G. L. Atkeson, president of General Vendor Manufacturing Co., sends word along that his plant, including all equipment, personnel, etc., has been leased to local interests and is being used 100 per cent for war production. This firm is no longer making its beverage vendors and Atkeson plans, after completing the business of General Vendor which will shortly include a trip to the West Coast, to himself enter this work.

With hot weather beating down the Missouri Valley, local arcade operators are turning their attention to air conditioning and other cooling means for their establishments since experience last year has proved that this added feature during the summer months may make the difference of success or failure for such ventures.

Carl Hoelzel's Wonderland, the really outstanding venture in this bracket in the area now, will shortly be equipped with cooling equipment. In fact, Carl has been so busy getting his Wonderland fixed-up for summer that he completely neglected to take care of his refrigeration needs at his farm and is finding that dealer's stocks of new refrigeration units didn't last into the summer of this year.

At Acme Amusement Co. Frank Buccero and Frank Fasone are replanning their routes so as to establish them in more concentrated areas and thus cut down service mileage. Their idea is to fully develop that area, stop and make all of its calls without further driving.

On the Kansas side of the Kaw, word comes to us that Ed Higgins may shortly be called to Uncle Sam's Army. Ivan Nelson, of the same area, is back from his vacation and of the opinion that it won't be long for him either.

Generally, coin machine profits throughout the area are holding up well. Cigarette checks, compared with the same time last year show about the same volume. Some spots in rural and out-of-town areas are showing a lowering of cash box receipts, but this appears to the operator's advantage in that these spots need to be serviced less frequently which gives the service men more time to spend nearer-to-home. The opinion is that before the war is over, all operators will be working much closer to their headquarters than they have been in the past.

B. K. Anderson

Parr Appointed Admiral

LOS ANGELES—William (Bud) Parr, General Music head man, has a new decoration on his office wall—nothing other than an appointment as Admiral in the Great Navy of the State of Nebraska. But—DON'T LAUGH! The whole thing is bonafide, for it's beautifully done and nicely framed, and what's more it's signed by the Attorney General and the Governor of the sovereign state of Nebraska.

Under the terms of the appointment Bud has Admiral rights over seamen and small fry, including gold fish, that might be prevalent in this territory. Appointment is dated May 18, 1942 and holds until such time as Bud becomes a bad boy and dishonors the name of the Great Navy of the Sovereign State of Nebraska.

Kentucky has its Colonels, Texas its Rangers, and Nebraska has its Great Navy and Bud is one of two men in the great state of California signaled out for membership in the exclusive dry land navy.

Seeburg Service Tops

LOS ANGELES—"Care For Your Car For Your Country" is the slogan of Texaco in the present emergency, and at Mape Music the slogan seems to be "Care For Our Customers Regardless," for such is the experience Music Men are having after a visit to one of the Mape offices here or in San Francisco.

Although sales on new machines are practically at a standstill because of the closedown, the Mape offices continue to be beehives of activity with every member of the staff on hand to lend every aid and assistance to any Seeburg operator who might have even the slightest requirement.

"We look at it this way," declared "Mac" McCreary, of the local branch. "These boys are somewhat of a charge to us. We have sold them Seeburg equipment because we firmly believe it is the best available today. They purchased on our recommendations and found what we claimed to be the truth. They have implicit confidence in our suggestions and recommendations and now, confronted by new and perplexing operating problems, we have been able to help them much more than we ever thought possible. All of us act as a clearing house. Ideas and suggestions by the hundreds filter through us and the result is that we wind up with a hefty chunk of valuable information that is of real merit to our operator friends."

Then, too, Mape is doing a nice business in used equipment and the casual dropper-inner would never know but what a carload of new phonographs was being sold each day by the activity and flurry in the two offices.

Laymon Set For Duration

LOS ANGELES.—Regardless of how long it takes to finish the fighting job we've started the Paul A. Laymon Co. will remain open to help Western operators keep their machines at top earning peak. This was the statement made on June 1st by Paul Laymon.

The Laymon firm has a representative assortment of new and used marble games on hand and in addition is specializing in re-building used equipment into new tables through a special representation of the Sullivan-Nolan Advertising Co. in Chicago. Laymon is also representative for the Kirk Stereo Camera and Viewer and reports a fine response from operators who have found in it a salesboard premium of unusual merit.

During May the Laymons received a letter from Nelson Baker who was a mechanic for the firm before entering the Armed Forces. Nelson is at the Technical Air School at Sheppards Field, Texas.

Outside of business hours Paul keeps equally busy and is an Air Raid Warden in the Huntington and Pacific Palisades area. This section is now observing dim out regulations and Paul has just completed the job of passing out specific information on how to co-operate in the dim out and what to do in a gas attack.

Southwest Amuse. Debuts

DALLAS—With this issue of THE REVIEW the Southwest Amusement Co., 1712 Field Street, Dallas, makes its debut as a regular advertiser in this publication.

Southwest Amusement is under the capable management of Charles R. Snyder, Mills Novelty Co. roadman for many years, and Sam Yaras who is far from being a newcomer to the industry.

Southwest is offering operators some outstanding buys in new and factory conditioned equipment.

Automatic Has Rock-Ola

SAN DIEGO — Automatic Amusement Co., of 744 Fourth Avenue, has been appointed Rock-Ola dealer for this section of the state and now has on display in their showrooms the complete Rock-Ola line for 1942.

Harry Gordon, manager of Automatic, said: "We are proud to be able to offer the operators in the San Diego area the famous Rock-Ola line of proven musical moneymakers. Although stocks are limited and new production has ceased we hope to be able to meet the ordinary demands of our operators for the few months ahead. We will have parts on hand and give Rock-Ola operators the type of excellent service they have always enjoyed."

I. F. Webb, Rock-Ola vice-president in charge of phonograph sales, flew out from Chicago to welcome Gordon into the Rock-Ola dealership family and to help him in getting properly launched with the line.

Atlas Always Ready

CHICAGO.—"Frequently we are asked by operators how we always manage to provide top earning equipment of any kind exactly when needed," comments Morrie Ginsburg, Atlas Novelty Co. executive. "It is no secret to the hosts of Coinmen throughout the nation who have long been Atlas customers. During the many years in which we have served the country's operators we have established numerous fine contacts, many of them as old as Atlas itself," Morrie explained. "It is through these contacts, not only with manufacturers, but also with jobbers and operators themselves, that we are able to maintain our large stocks of top ranking money makers."

"The confidence of Coin men in Atlas and the activity of the Atlas Novelty Co. growing out of our confidence in the present and future of the industry create an advantageous situation from which the operator derives much benefit," Morrie Ginsburg declared. "Atlas service today is an excellent example of what I mean. Available stock offers a wide variety of popular machines ranging from Pin Games to elaborate Music set-ups, and Coin men find whatever they want at reasonable prices when few other suppliers can meet their demands."

Ceazen Adds Records

LOS ANGELES—J. N. Ceazan and Co. have taken on the representation for Elite and Hit Records manufactured in the East by Classic Record Co.

Unique Pinball Defense

CINCINNATI—Teddy Morglois, Cincinnati restaurant operator, presented a novel argument in favor of the operation of non-paying pinball machines recently at a meeting of the city council.

"They're just innocent amusement," he said. "They're as soothing to the worried mind as the goldfish in bowls you find in most doctor's offices."

Osborn Closes In S. F.

SAN FRANCISCO — DeLoss Osborn, Packard Distributor for the Bay District, has closed his offices and showrooms for the duration.

* * *

Country girl: "Paw's the best shot in the country."

City slicker: "What does that make me?"

Country girl: "My husband."

Artist Activities

NEW YORK.—Rated the hottest box-office attraction in the dance orchestra field is **Harry James**, who has been breaking all records at the Palladium in Hollywood. James has been smashing records—not by hundreds but by thousands, and for a single day can brag of an excess of 8600 paid admissions. Naturally James has been held over.

Benny Goodman has been deferred from army service. As the result of a delicate operation a few years ago Benny is literally missing a chunk of spine, and any undue exertion could prove fatal.

Arthur Tracy sang his famous theme, "Marta" for the 10,000th time on his broadcast of June 10th.

Freddy Martin has sold a film story of the life of Peter Tschaikowsky to M-G-M. Freddy originally planned to produce it as a play on Broadway. But that was before he found he had to return to Los Angeles to fulfill his Coconut Grove contract (and thereby drop \$100,000 worth of theater dates).

"**Fats**" **Waller** walked away with all honors for the 50-week vaudeville season just closed in Detroit. Top grosser of the three variety houses in the city was the Colonial Theater and top-grosser at that theater for the period was Waller.

Ted Lewis is now bowling 'em over at the Casa Manana and featuring his best selling Decca recordings.

Matty Malneck is in for four weeks at the Chase Hotel in St. Louis.

Richard Himber opens at Essex House, New York, on June 18th.

Spike Jones and His City Slickers have been tagged by Sam Coslow to do 10 more Soundies for coin operated movies to be directed by Herb Moulten for RCM Productions.

Sterling Young opened in Los Angeles at the new Louisiana Cafe, formerly Wilshire Bowl.

Glenn Miller is marking his oranges from his Duarte, Calif. ranch and stamping each with "Glenn Miller's Tuxedo Junction Oranges" in a facsimile of Glenn's own penmanship.

Dinah Shore believes radio is "home". She has been going over the 11 offers from pictures but feels that while pictures are very nice, she can't afford to be over-glamorized and then not click. Dinah still thinks radio is home, and doesn't want to disturb the golden goose in any way.

—Cyd Glances

Decca To Keep Both Labels

NEW YORK.—Phonograph records re-tailing for 35c and 50c are still being made and sold by Decca Records, Inc., and will continue on the market in slightly reduced quantities, in spite of rumors to the contrary, according to a Decca official.

That there will be fewer of them is a certainty in view of the restrictions placed on the use of shellac by the month-old WPB order, which freezes 50 per cent of all raw shellac on hand, and limits recording companies to the use of 30 per cent of their 1941 consumption. The company states, however, that what records are produced will be of better quality than at present. Two reasons for this prediction are given: First, that since fewer records will be released, more time can be given to recording, pressing and inspection of the finished product. Second, that about 90 per cent of the materials in old records can be reclaimed. With the addition of a small quantity of new materials, including the 30 per cent available shellac, good quality stock for new records can be obtained in sufficient quantity to maintain a steady, sizable flow of new phonograph records.

The problem of acquiring old records for reclamation can be solved by record dealers and the public, working together. Dealers are expected to pass the word along to their trade, and will probably set up a system, suggested by Decca, whereby a customer can sell his old records to his dealer for 2½c each, cash, or trade them in at the rate of four for a War Savings Stamp. In view of the fact that since the invention of the flat disc record, hundreds of millions of them have been sold, and that a good proportion of them are lying unused in cellars and attics all across the country, there should be no trouble in bringing them to light.

Slot Defense Motif

SPOKANE.—The Athletic Round Table, Spokane fun club, has turned its slot machines to the defense tempo.

When members hit the jackpot (three Uncle Sam hats), the machines play the opening strains of "The Stars and Stripes Forever" and out pops a defense bond.

* * *

Gent: "Have you seen my vest, my good man?"

Valet: "You have it on, sir."

Gent: "So I have! It's a good thing you told me or I should have gone out without it!"



There was once a girl from Madras,
Who had the most beautiful ass,
It wasn't pink
As you may think,
But was grey, had long ears and ate grass.

* * *

Dr.: To regain your health, you must go for a walk on an empty stomach.
He: Where will I find one to walk on?

* * *

"My son went to New York ten years ago to make his fortune."

"And what is he worth now?"

"I really don't know for certain, but the authorities are offering ten thousand dollars for information about him."

* * *

"Oh, well" grinned the chap who had allowed himself to be talked into joining a nudist colony, "at least nobody will catch me with my pants down now."

* * *

We just read in the papers of a man who had been ill for months and died without the aid of a physician.

Such instances are very rare.

* * *

They call her the village queen because every poker player in town has held her.

* * *

Every year they make it simpler to operate a car. First, there was no cranking, then no shifting, and this year no car.

* * *

He: "Do you know the secret of popularity?"

She: "Yes, but mother said I mustn't."

* * *

Sonny: "Pop, what is an optimist?"

Pop: "An optimist is a man who thinks his wife has quit smoking cigarettes when he finds cigar stubs in the house."

* * *

Shapely Showgirl: "I want you to vacinate me where it won't show."

Doctor: "Okay! My fee is ten dollars in advance."

Showgirl: "Why in advance?"

Doctor: "Because I often weaken in such cases and don't charge anything!"

* * *

Visitor: "Are there any slick crooks in this city?"

Native: "Slick crooks! Why, one evening at a dance they stole my pants and hung weights on my suspenders so I wouldn't miss them until they had gone."

* * *

He: "Man is wonderful. He has learned to fly like a bird."

She: "Yes, but he hasn't learned to sit on a barbed-wire fence."

* * *

HE: "Know how to keep a horse from drooling?"

She: "No."

He: "Teach him to spit."

* * *

"Say, toots, are you the kind of a girl who screams when a man annoys her?"

"Oh, no; I carry a police whistle."

* * *

Customer: "Do you sell dog biscuits in this rotten little shop?"

Waiter: "Yes, sir. Will you eat them here, or shall I send them around to your kennel?"

COIN
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FOR
JUNE
1942

JUNE, 1942

Subscription Order COIN MACHINE REVIEW

1115 VENICE BLVD., LOS ANGELES, CALIF.

35 East Wacker Drive, Chicago

441 Lexington Avenue, New York City

1007 Terminal Sales Bldg., Portland, Oregon

Please enter my subscription to THE REVIEW for:

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Tested "Approaches" in Location Soliciting

By James Kent

The Gallup Poll Man! The Census Taker! Never hear of any doors being slammed in those faces do you? Because there's something important-sounding about a "SURVEY" and people feel flattered when they're approached to help on it!

Well—why not HAVE A LITTLE SURVEY IN YOUR BUSINESS! Getting locations can be a mighty difficult proposition or it can be an enjoyable business venture, depends on how you make your approach. And the survey angle makes it one of the most enjoyable.

Simply go to a difficult location prospect and explain, frankly, that you would like to "survey" his premises and traffic. Agree to spend considerable time so that your analysis will be an expert one. If results show that you and the owner can work together for profit, you'll be glad to make a proposition, otherwise he won't be obligated. It isn't difficult to sell the survey—and that takes care of lining up the deal!

Of course, to paraphrase an old epic phrase, you can make use of the expression, "He couldn't say 'No'." As a sample, if you walk up to a prospect and say, "How would you like to make an additional \$60.00 a month without a cent of investment and no collection worries?" you've got him in the above mentioned state. If he's sophisticated enough, he'll worm his way neatly out of the corner by retorting, "Quit your kidding" or "Sure, I'd like to—or \$1,000 a month." But, at least he hasn't said "No" so you've got a little glimmer of assistance, enough to answer and your answer is the opening wedge of a sales talk. Assure him that you're serious, ask if you can't sit quietly down with him and show him how it can be done. The merchant or hotel man who would have turned you down cold with the opportunity to say "No" after your first words "Coin Machine", usually reacts to the more subtle approach in a reasonable manner—which means a listening one.

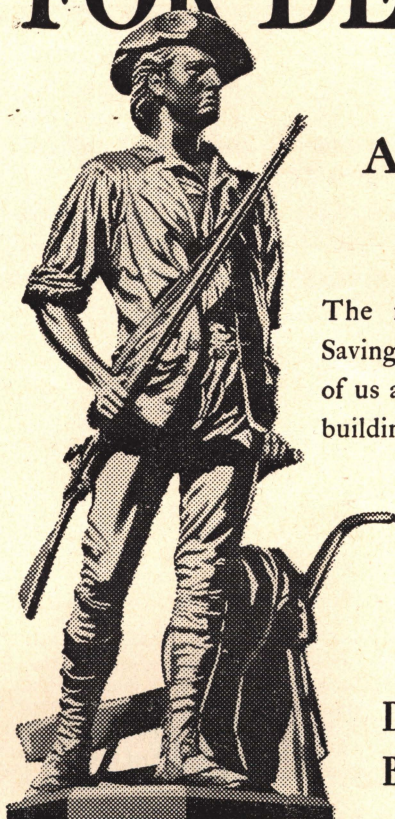
Then, there is the reassuring method: "I have nothing to sell" (he draws a breath of relief on that one) "but I can show you a way to make some fine profits!" That's a pleasant word to any ears—"profit"—so he listens.

If you're lucky enough to know a mutual friend or acquaintance, there is the old stand-by "Hello, Mr. Brown. My name is and I have dropped in to see you at the request of your friend over in Mason City, Bill Black. Bill asked me to send his regards." Your prospect asks about Bill, you turn Winchell to reveal Bill's success and failure in life and your listener, being courteous thus far, isn't going to change his theme of conversation.

It's surprising how that old "drummer" trick still works, too. You know—smile confidently as you march in to a prospect and say "How are you, Mr. Carson? It's mighty good to see you! How have things been going lately?"

While Mr. Carson pulls his scattered wits together to decide whether he should be glad to see you, he'll take the safe course and be friendly. At the properly mellow moment in your chummy conversation, you present your proposition. If, finally, he should ask "Just when did I ever meet you?", just be indefinite and pass the question off.

FOR DEFENSE



BUY A SHARE IN AMERICA

The new United States Defense Savings Bonds and Stamps give all of us a way to take a direct part in building the defenses of our country.

This is the American way to provide the billions needed so urgently for National Defense.

☆ United States ☆
DEFENSE SAVINGS
BONDS and STAMPS

But—remember that whatever approach you use, there are three things you must have with you always—Poise! Confidence!

Courtesy! A gentleman, cheerfully acting as though he were sure his prospect would be glad to talk to him, makes that prospect decide "This is one man to whom I should listen."

FREE . . . To Review Subscribers

THE REVIEW has prepared three outstanding blotters, in multi-color, of paramount interest to all Americans. All three are free to subscribers who would like to receive them. Here they are:

1. SINK THE JAP NAVY. A listing of all war vessels, including submarines, cruisers, battleships, aircraft carriers and destroyers, with their names and pertinent data. Space permits marking them off as we sink 'em.

2. HOW TO IDENTIFY MEN IN SERVICE. A complete listing of men in the army and navy, decorations, salaries, and insignias.

3. 1942 LICENSE PLATES. License plates, in the right color combinations, of all of the 48 states and the provinces of Canada.

Any one, two or three of these special blotters are available to REVIEW subscribers as long as the supply lasts. Just mail your request and we'll send you the blotters, postage paid.

Form "H" Proves Popular

NEW YORK.—Charles Fleischmann of The Baltimore Salesbook Co., who has been specializing in forms for coin-operated machines, reports that his business is considerably ahead of last year.

The Form "H" Handysset Location Agreement which he designed to serve for all types of machines is proving very popular with operators thruout the country. He reports, "Operators are becoming more independent today and are starting to develop the good habit of making every location sign an Agreement for one or two years. It is a swell way to prevent chiseling and stabilize earnings." Now that machines are getting scarcer every day and locations can't afford the loss of whatever income is derived from coin-operated machines, it is just the time to insist on signed written agreements. Operators always should have had this added protection, but due to keen competition were afraid of losing locations if they were too strict. Responsible operators, however, are now getting more signed Agreements as they believe that the present time is most opportune to change the arrangements made with locations to meet higher operating costs and, at the same time, they can insist on a Location Agreement being signed. When the war is over those operators who have signed Agreements will surely be in a better position."

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COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

WANTED

Watling Fortune Scales. Pay Cash. State condition, prices, etc. Would buy route. Write us now. SCALE SERVICE CO., Marion, Indiana. (9-42-P)

WILL BUY FOR CASH

Also now selling: Sky Fighter, Air Raider, Defender, Rapid Fire, Shoot the 'Chute, Western Baseball, World Series, Hockey, Basketball and all others of this type. Good deals either way. SEABOARD SALES, 2621 N. Ashland Ave., Chicago. (JJA-C)

SPECIAL

We have monthly bargains in reconditioned merchandise machines and counter games. Send for free list. Get on our mailing list. CAMEO VENDING, 432 West 42nd, New York City. (AMJ-C)

SLOT MACHINES REPAIRED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 342 West Cerritos Ave., Glendale, Calif. Telephone Citrus 3-3721. (TF-C)

WANT TO BUY

Used Phonographs, Guns, Arcade Equipment, Phonograph Records. Cash or will trade. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (S-C)

FOR SALE

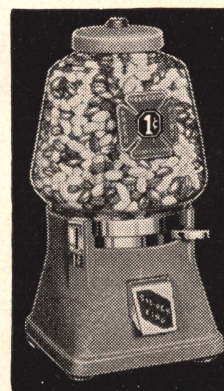
San Francisco bay district, 300 Scales. Rock-Ola Lo-Boys, Toledos, Horoscopes, all located. Net income, \$500.00 per month. Price, \$20,000. BOX 425, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (MJJP)

BARGAINS, NEW AND USED

Vendors, Parts and Supplies. Portion Card and Labels Free. U. S. VENDING MACHINE & SUPPLY CO., 1020 Golden Gate Ave., San Francisco, Calif. (10-42-P)

I WILL BUY FOR CASH

A route of Music Machines, regardless of size or location. Please list equipment, condition, and state best price in first letter. Immediate Cash Ready. BOX 485, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (A-C)



Order from your dealer or direct from us. Prices f.o.b. Chicago. One-third deposit with order, balance C.O.D.

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Buy Legal Vendors and Avoid Trouble

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10 at \$7.50 Ea.

"KING JR."

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Newest, most modern money-maker for all locations. Just the right size for counter or booths. Vends peanuts and small candies; also all types of Breath Pellets... Capacity 2 lbs. candy. Blue Hammerloid finish.

3225 Ravenswood Chicago

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Owls and Deweys, 5c and doubles 5c-25c; Caille Automatics 25c and 5c; all reconditioned. PETER PLATTES, St. Cloud, Minnesota. (AMJ-P)

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Electrical or Mechanical for every coin machine need. We supply leading manufacturers. ELLMAN & ZUCKERMAN, 119 South Jefferson Street, Chicago, Illinois. (AMJ-P)

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in Reconditioned Peanut and Ball Gum Vendors that look and operate like new. M. T. Daniels, 1027-R University, Wichita, Kansas. (AMJ-P)

FOR SALE

IN-A-BAG Venders, \$5.00; 1c Supreme, \$2.50; 1c Hershey Bar, \$2.00; Calvert Venders, \$3.00; Silver Kings or 1c Northwestern, \$3.50; Snacks, \$4.50; Monarch, \$4.00; Northwestern Triselectors, \$10.00; 1c and 5c Stewart & McGuire's, \$3.00; Stands, \$1.50. A. J. HOFF, 1920 North Rose, Baltimore, Maryland. (AMJ-P)

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3 Insertions
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MORE CLASSIFIEDS

WANTED

Thousands of Penny Cigarette Machines to convert into Tax Free machines. W. A. HUFFMAN, Box 751, Taos, New Mexico. (MJJ-P)

FOR SALE

Kirk Guesser Scales, like new, \$80.00; Kirk Horoscope Scales, like new, \$65.00; Pioneer Guesser Scales, like new, \$40.00; Postage Stamp Machines, \$5.00 and \$10.00; Kirk Horoscope Scales, used, \$25.00 and up. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

WANTED TO BUY

Wurlitzers and Seeburgs, Phonographs and Wall Boxes. AMERICAN COIN MACHINE CO., 557 N. Clinton Ave. N., Rochester, N. Y. (V-C)

MUSIC ROUTE COMPLETE

125 machines, 500 wall boxes. Cash and terms. Box D, Virgil, Kansas. (JJA-P)

FIVE MILLS PANORAM

Soundies machines, like new. Sell or trade for Mills 3 Bells, etc. 614 Laurel, Brainerd, Minnesota. (J-P)

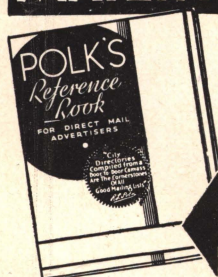
WE BUY, SELL OR EXCHANGE

Pin Tables, Consoles, Phonographs, Arcade Equipment, Guns, Slots, etc. OPERATORS EXCHANGE, 621 Van Ness Avenue, San Francisco, Calif. (JJAS-C)

FOR SALE

One unit of Wired Music, complete with ten cabinets. A Real Bargain, OSBORN MUSIC COMPANY, 2323 West Pico Blvd., Los Angeles, Calif. PRospect 6451. (J-C)

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Gives counts and prices on accurate guaranteed mailing lists of all classes of business enterprises in the U. S. Wholesalers—Retailers—Manufacturers by classification and state. Also hundreds of selections of individuals such as professional men, auto owners, income lists, etc.

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You can reach the 15,000 operators in the nation. THE REVIEW offers a complete mailing service to its verified lists. Follow up your advertising in the trade press with individual mailings. You'll find it pays handsomely. We are equipped to cover any city, county, state, group of states or the entire nation in a record short time at the following low rates:

ADDRESSING from our Addressograph plate list \$15.00 per thousand

Advertiser to furnish mailing piece, stamped, stuffed, sealed or tucked in. We address and deposit with Post Office. Mailing receipt furnished if desired at 50c per mailing additional.

HAND ADDRESSING from our lists \$25.00 per thousand

We furnish the lists and address by either pen or typewriter, and deposit with Post Office. Mailing piece to come to us complete and ready for mailing after being addressed.

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Let us know the amount of territory you desire to cover and we'll give you, by return mail, the exact number of pieces we will require.

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1115 VENICE BLVD.
LOS ANGELES, CALIF.

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EXTRA SERVICES:

Folding letters, broadsides, circulars, etc. \$1.00 per thousand (One fold only. Additional folds at same rate.)

Stuffing envelopes with one enclosure \$1.00 per thousand (Added pieces at the same per thousand rate.)

Tucking in flaps, stamping, sorting, rubber stamping permits, etc., per operation \$1.00 per thousand

FOR SALE

1938 Rock-Ola Monarch with five wire adapter, \$119.50, DOUGLAS ERRION, 120 Aiken Ave., Peoria, Illinois. (J-P)

BID BATTERY TROUBLES GOODBYE

with The Recuperator. Eliminates all worry of run down battery due to constant starting and stopping. Keeps battery to full charge at all times, improves ignition, intensifies driving lights. Proven over eight year period by exhaustive tests and positively guaranteed. Merely drop Recuperator magic power into each cell of battery and forget recharging bills. \$1.00 does the trick. Send \$1.00 today for YOUR Recuperator. ALPHA DISTRIBUTING COMPANY, 1025 North Highland Ave., Hollywood, Calif. (J-C)

WANTED TO BUY

Late model Wurlitzers and Seeburg Phonographs and Wall Boxes, KERTMAN SALES CO., 557 Clinton Ave. N., Rochester, N. Y.

NEED SOMETHING TO SELL?

If you are looking for a line to add to your present activity; if you would like to find something that offers a terrific profit possibility with immediate return; if you are willing to play ball on a deal that will make you a fortune in short order, write BOX 44P, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (J-P)

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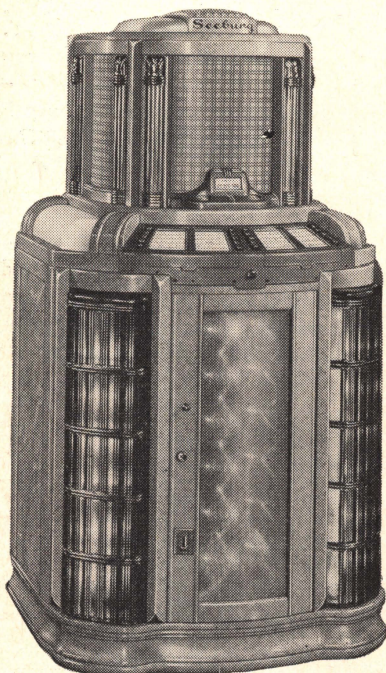
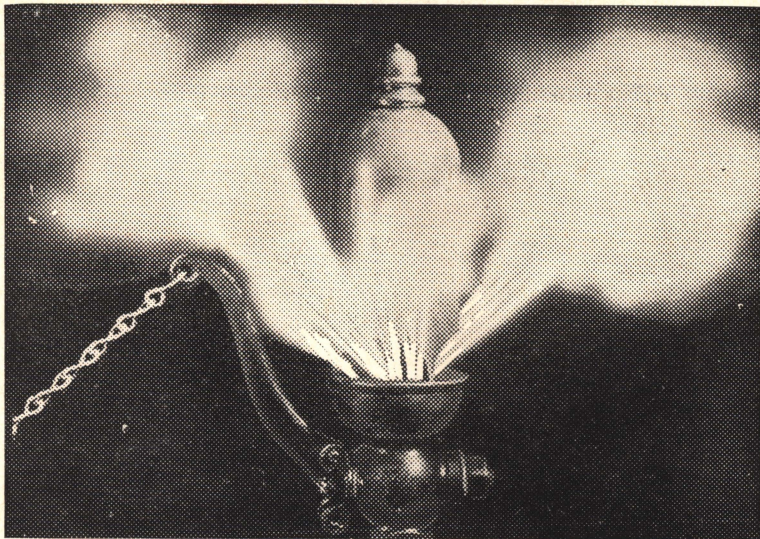
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The 1942 SYMPHONOLA
America's Finest Musical
Instrument

Today the Whistle Atop the Seeburg Factory Still Blows —

... and hundreds of employees stream into the production lines ... not to work on SEEBURG HITONE SYMPHONOLAS AND ACCESSORIES as before ... but to work on defense materials vitally needed for Uncle Sam's armed forces in all parts of the World.

In the West the same holds true at Mape Music. Every morning the key turns in the door ... not to start another day of selling new equipment to the Music Men of the West ... but instead to aid them with their present operations, help them to buy, sell and exchange equipment they have or will need, and to be of as much assistance as possible in helping them to keep their equipment at peak earning power during the War months.

Regardless of what type of equipment you now have, wish to sell, or may be seeking, we know we can be of real service to you. We want you to feel that we are here expressly to serve you in every way possible. We have many special services we should like to discuss with you and we cordially invite you to visit our nearest office at your earliest convenience.

FOR DEFENSE



**OPEN YOUR BANKS
FOR OUR FIGHTING
YANKS. BUY WAR
BONDS EVERY WEEK.**

E. J. Mape Music Company

1701 W. PICO BLVD.
Los Angeles

(GARRISON SALES CO.)
1002 W. Washington
Phoenix, Ariz.

284 TURK STREET
San Francisco

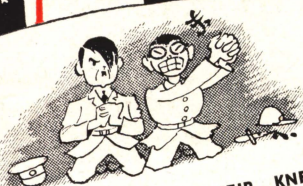
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Control Revolutionized
the Automatic Music
Business*



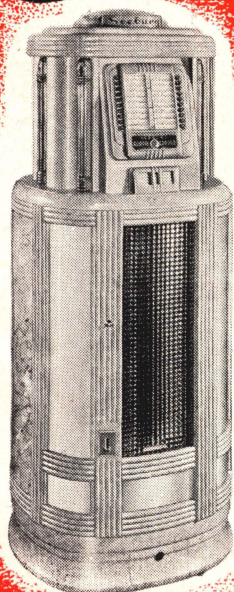
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To Go Ahead... Go
Seeburg

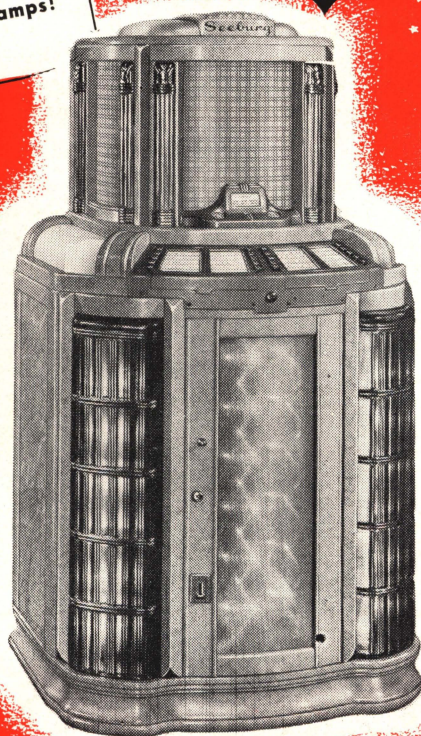
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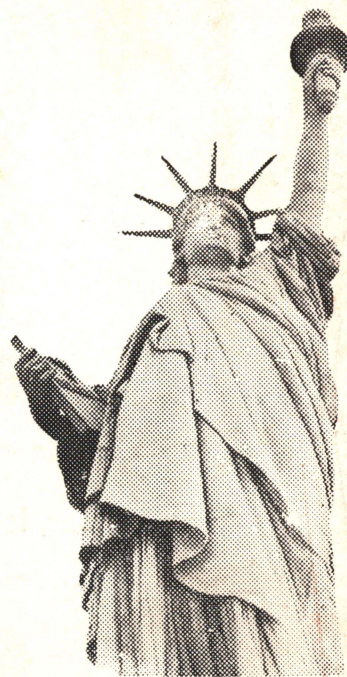
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